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Vol. 21, No. 1 Toronto, January, 1912 Price 20 cents

The Printer & Publisher

The MacLean Publishing Co. Limited
Montreal Toronto Winnipeg

Advertisers Paper Mills

James Gibson Taylor, President

Makers in Holyoke *of* Fine Printing Papers *for* Advertisers

OUR line of "Made in Holyoke" printing papers is the largest and most comprehensive line of **high standard** cover and text papers made by any mill in America. So far as we know we are the only paper makers in the world making a study, as experts, of the needs of advertisers and adapting our product to those needs. Following is a partial list of our brands, which are for sale by paper merchants in the large cities of the United States, Canada, and Great Britain. Printers and **Advertising Managers** who have no samples of these papers should write us.

Advertisers Covers
Antiquarian Covers
Aeolian Covers
Adair Covers
Cloth-of-Gold Covers
Chippendale Covers
Druid Covers
Cadmus Covers
Holyoke Covers
Advertisers Text
Old Veda Book
Booklovers Text
University Text

ADVERTISERS PAPER MILLS
Makers in Holyoke of Fine Printing Papers
FIFTH AVENUE BUILDING NEW YORK

LONDON—10 and 11 Wardrobe Chambers, Queen Victoria St., E. C.

"We have nothing but words of commendation and praise for the Miehle"——say its users.

Telegram Job Printers, Limited
WINNIPEG

June 19th, 1911.

J. C. Palmer, Esq., Vice-Pres.
Toronto Type Foundry Co.,
70 York Street, Toronto

Dear Sir:-

Replying to your letter of the 15th inst., we beg to advise you that your surmise as to the serial number of our # 00 Miehle press purchased last fall is correct. We have nothing but words of commendation and praise for this latest acquisition to our cylinder press room, and so universally satisfactory have we found it for all classes of printing that the great expansion in our business and the natural necessity of adding another cylinder press have resulted in our recently ordering a still larger, namely a # 0000 Miehle press. This we think is the strongest evidence you could desire of the superior features of the Miehle press.

Yours very truly,
TELEGRAM JOB PRINTERS, LTD.
H. W. Dearman, Manager.

The Moore Print-Shop, Limited
TORONTO

June 21st, 1911

Toronto Type Foundry,
70 York Street, Toronto

Gentlemen:-

In reply to your favor re record of the Miehle Presses in use in Canada, we have pleasure in stating that we have in use two Miehles, press No. 3 Serial No. 5246, press No. 3 Serial No. 7047.

The first one has been running steadily with considerable overtime and all night work for three years without trouble of any kind, the second one is turning out the same way, and you would have to look closely to tell them apart, as for quality of work it is unnecessary to comment.

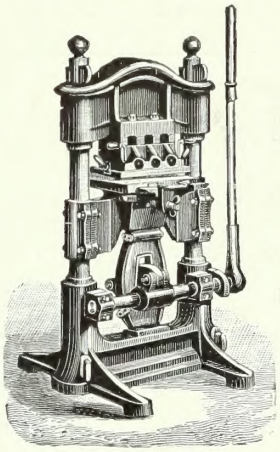
We have other lines of Cylinder presses in use here, but in selecting a new one we purchased a Miehle.

Yours very truly,
THE MOORE PRINT-SHOP, LIMITED
W. T. Johnston, Sec.-Treas.

Dict. W. T. J./M.

The originals of these letters can be seen at the Toronto Office of TORONTO TYPE FOUNDRY CO., Limited

"Krause" B.E. 12 x 17 size



Lever Embossing Machine

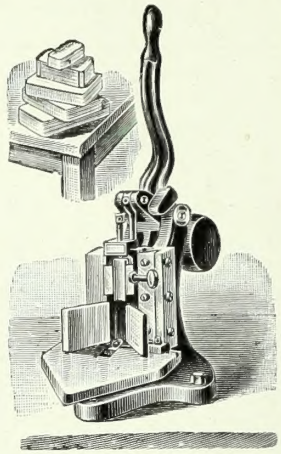
"KRAUSE"

Labor-Saving

MACHINERY

for

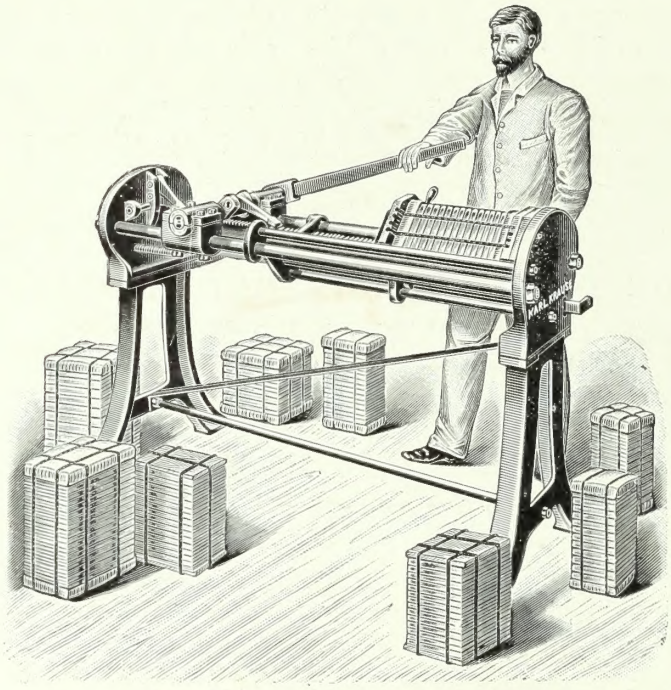
"Krause" Y.R. Lever



Round Corner Cutter

Bookbinders, Printers and Paper Boxmakers

Enormous Pressure



Simple in Operation

"KRAUSE" LEVER BUNDLING PRESS

Write for circulars.

Terms on application.

THE J. L. MORRISON CO.

445-447 King St. West — **TORONTO** — New York - London

B.T.F. TYPE
FOR CANADIAN PRINTERS.

Is CHEAPER than leading British and American Founders.
Is cast on the POINT SYSTEM.
Is cast in Hard and Durable Metal.
Is BRITISH MADE ENTIRELY.
Is in use in all British Colonies.

Metal and Steel Furniture, Quotations, Clumps, &c.

Every Single Piece Tested before leaving the Foundry.
TRUE to POINT—ALWAYS.
All cast in our Model Foundry.
Accurate, Reliable and Durable.

PROMPT DELIVERY is assured as all Shipper Indents are executed by Return Steamer.

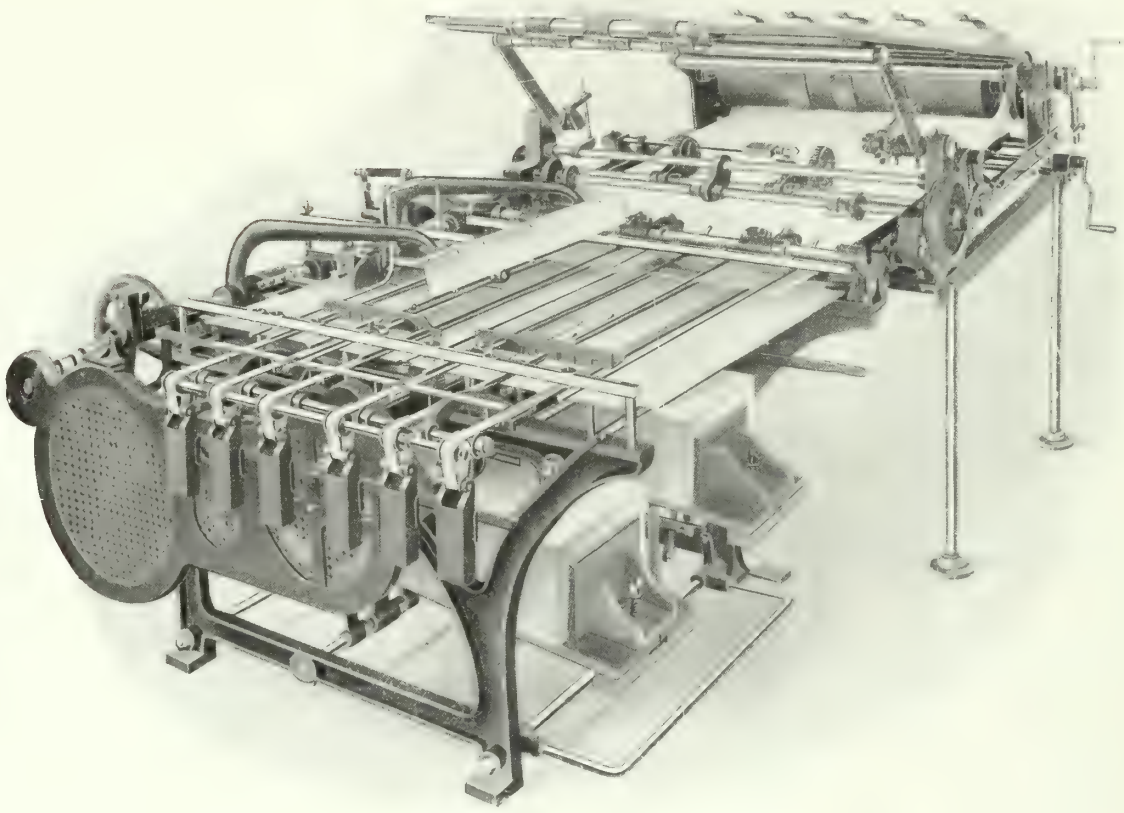
Send NOW for complete Specimen Book, mailed free on receipt of Trade Card.

THE BLACKFRIARS TYPE FOUNDRY, Ltd.,
154, Blackfriars Road, LONDON, ENGLAND.

Cablegrams: "GIRASOLE, LONDON." Codes: A B C & WESTERN UNION.

The Newest, Latest and Best

The "Triumph" Folding Machine



This illustration shows our Rotary Feeder attached to the Triumph Folder.

A few advantages:

BUILT IN ALL SIZES AND FOR ALL CLASSES OF PARALLEL AND RIGHT ANGLE FOLDING.

Automatic Stop—Prevents sheets being folded out of register.

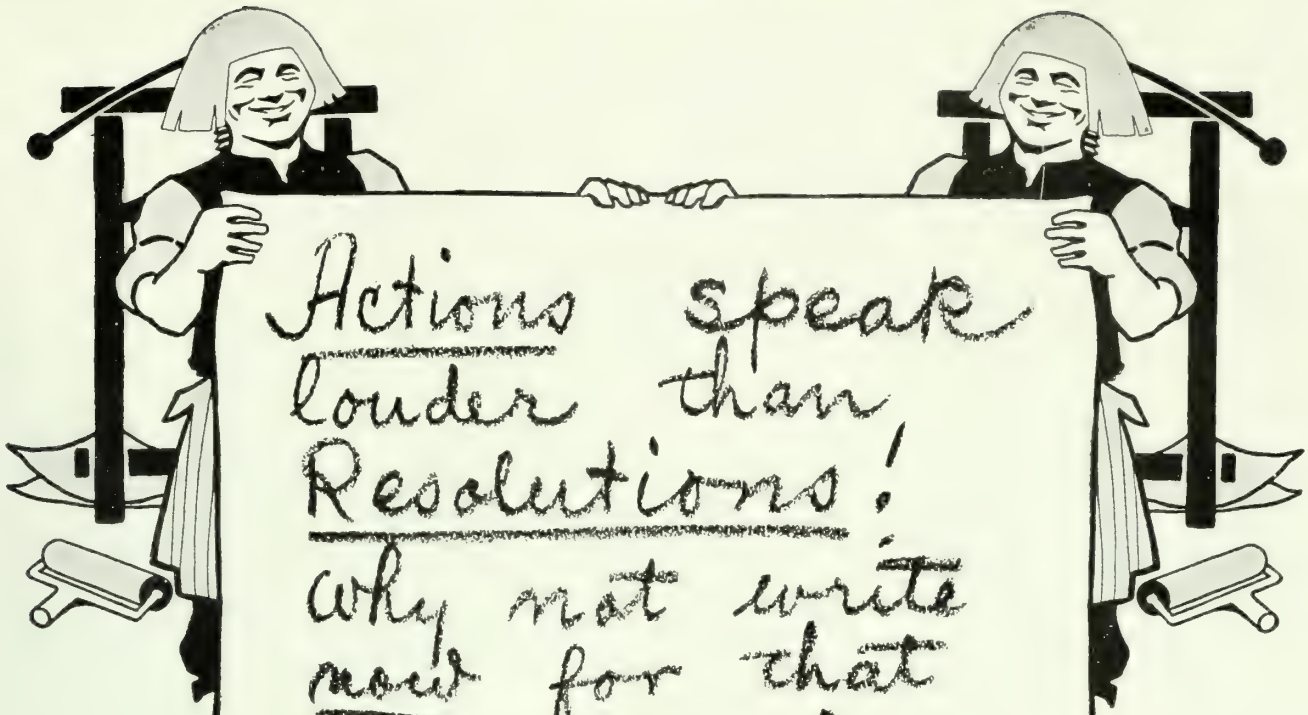
Feeding—Either Hand or Automatic Feeding can be done, by rolling back the automatic feeder.

Counter—This device counts only the sheets that are folded.

WRITE US TO LEARN OF OTHER ADVANTAGES.

Toronto Type Foundry Company Limited

TORONTO MONTREAL WINNIPEG CALGARY REGINA



BUCKEYE COVERS are made in **Sixteen Colors, Four Finishes** and **Four Weights** (including double thick), comprising a line that stands unrivaled for variety, value, and all round usefulness. They are better than any other covers at anywhere near the price, and for nine jobs out of ten are better than any other covers **regardless of price**. The Buckeye "travelling demonstration" proves this by showing how many prominent advertisers have used **BUCKEYE COVERS** to increase the "economical effectiveness" of their advertising literature. The "demonstration" will be sent you by prepaid express if requested on your business letterhead. Sample Books may also be had for the asking—No. 1 shows single thick weights; No. 2 shows the new double thick and ripple finish. What shall we send you?

Canadian Distributors:

Eastern—Howard Smith Paper Co., Ltd., Montreal

Western—John Martin Paper Co., Winnipeg

Department P

The Beckett Paper Company

Makers of Good Paper in Hamilton, Ohio, since 1848

THE ONLY HIGH GRADE COVER



AT A MODERATE PRICE

The Ink for the Customer Who Says "Show Me"

¶ SINCLAIR & VALENTINE INKS are "service quality" inks that have an unusual range of practical uses and offer a rare opportunity of dependable job or book inks to the printer, at a price nothing short of a bargain. For lithographic, offset or general printing, Sinclair & Valentine inks are without competition—all points of merit compared.
It has the proper qualities that will fill the demand for all classes of work.

233 Richmond St. West,
TORONTO

173 McDermott Avenue,
WINNIPEG

SINCLAIR & VALENTINE COMPANY OF CANADA, LIMITED

JOHN KIDD & CO., Limited

Printing Ink Manufacturers

LONDON, - - ENGLAND

announce that they have appointed the undermentioned firms Agents for the sale of their well-known and popular Printing Inks.

FOR THE PROVINCES OF ONTARIO AND QUEBEC:

Stephenson, Blake & Co., 122 Bay St., Toronto

FOR THE PROVINCES OF MANITOBA, SASKATCHEWAN AND ALBERTA:

The John Martin Paper Co., Ltd., - Winnipeg

FOR NOVA SCOTIA, THE MARITIME PROVINCES AND NEWFOUNDLAND:

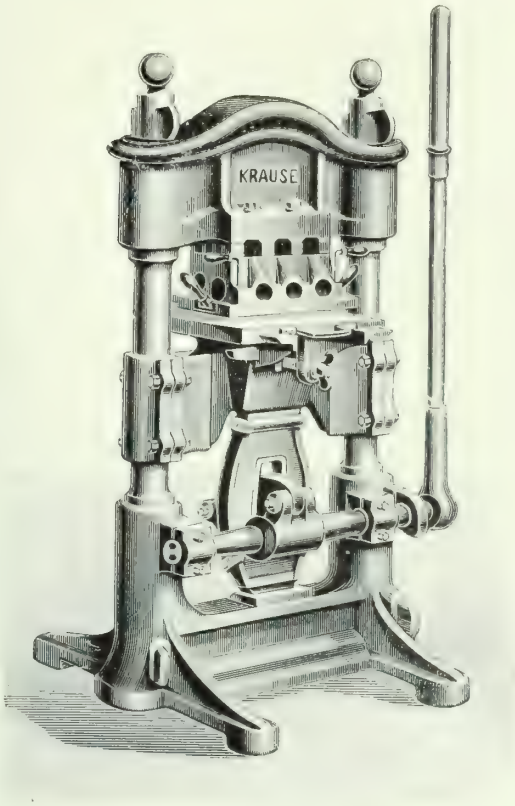
The Printers' Supplies Ltd., 27 Bedford Row, Halifax, N.S.

FOR BRITISH COLUMBIA:

The Columbia Paper Co., Ltd., 1043-7 Hamilton St., Vancouver

ALL OF WHOM CARRY LARGE STOCKS.

PLEASE WRITE TO NEAREST AGENT FOR SPECIMEN BOOK AND PRICE LIST



Model BC

KRAUSE
Lever Blocking and Embossing Presses

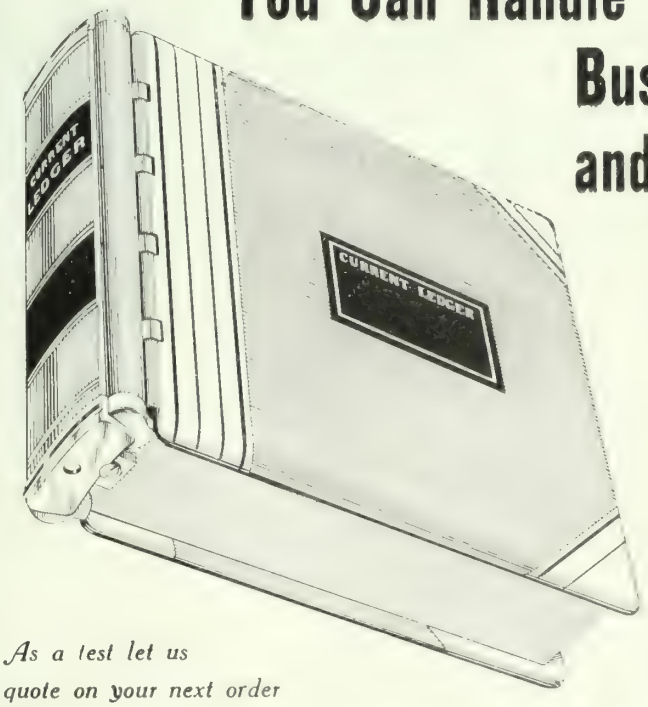
SPECIAL STRONG CONSTRUCTION
KNUCKLE JOINT AND CRANK MOTION

'Tis a pleasure to work with these Presses!

KARL KRAUSE, LEIPZIG, GERMANY

Also sold by several Canadian Importers of Printers' and Bookbinders' Machinery

You Can Handle the Loose-Leaf Business of Your Locality and Make Money at it.

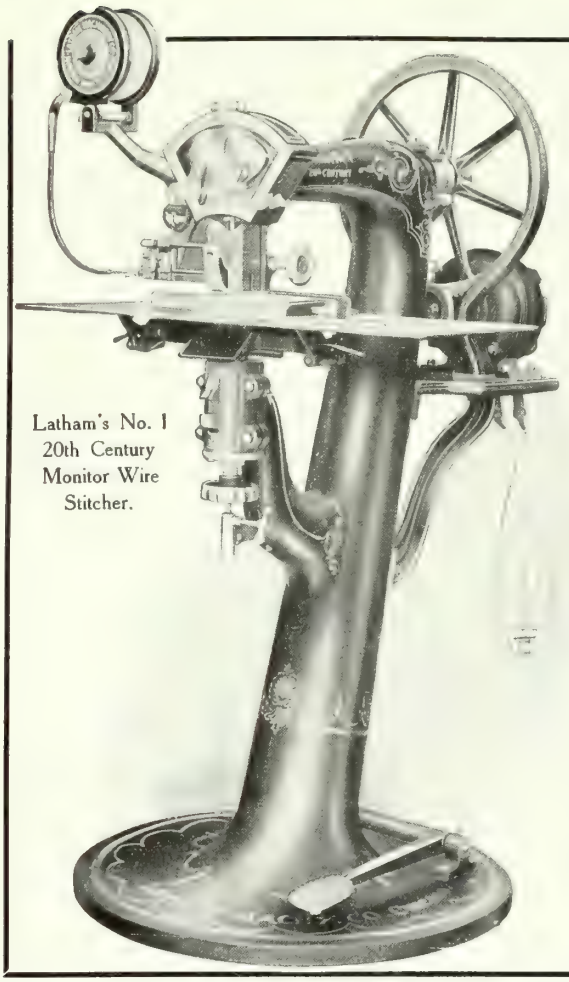


As a test let us quote on your next order

¶ Your plant and bindery may not be efficiently equipped to do it, but we place our modern plant at your disposal and invite your co-operation to our mutual success.

¶ We are manufacturers to the trade, and will supply you with all binders and loose-leaf supplies that will enable you to turn out first-class work. Advertise the fact that you can handle all classes of loose-leaf printing and binding. Make a specialty fit—you will find it profitable.

PRINTERS' SPECIALTIES, LIMITED, TORONTO



Latham's No. 1 20th Century Monitor Wire Stitcher.

Monitor Success

The No. 1 Monitor Wire Stitcher is the only stitcher that will successfully stitch from two sheets to $\frac{7}{8}$ inch, and use No. 30 wire.

We will put this machine on trial against any stitcher in the world.

Are you willing to give it a trial?
More Monitors in use than all other makes combined.

FEATURES:

Uses wire No. 25 to No. 30 round and No. 20 x 25 flat.
Can be used for flat or saddle stitch.
No change of parts for different thicknesses of work.

We furnish Complete Bindery Outfits

Punching Machines, Hard Die Perforators, Paging and Numbering Machines, Embossers, Job Backers, Standng Presses, Creasers and Scorers, Table Shears, etc.

WRITE US FOR ESTIMATES

Manufactured by

LATHAM MACHINERY CO.

306 S. Canal St., CHICAGO

NEW YORK, 8 Reade St. **BOSTON, 130 Pearl St.**
PHILADELPHIA, 1001 Chestnut St.

CANADIAN SELLING AGENTS:
H. J. LOGAN, 114 Adelaide Street West, Toronto
GEO. M. STEWART, 92 McGill Street, Montreal

If It's Printed and is About Printing We Have It

THE INLAND PRINTER issues the most comprehensive list of BOOKS AND UTILITIES FOR THE TRADE. The catalogue gives titles of books, prices and tables of contents of publications dealing with the following departments:

ADVERTISING
BOOKBINDING
COMPOSING-ROOM
DRAWING and ILLUSTRATION
ELECTROTYPING and STEREOTYPING
ESTIMATING and ACCOUNTING
PROOFREADING
PROCESS ENGRAVING
LITHOGRAPHY
MACHINE COMPOSITION
NEWSPAPER WORK
MISCELLANEOUS
PRESSWORK

The books are the latest and best on the market. Send for a catalogue—a postal will get it—and you may be put in the way of making many dollars, for in these books is efficiency information covering all branches from business management to the care of rollers.

THE INLAND PRINTER

is the leading trade journal of the world in the printing and allied industries. It is issued monthly and twelve numbers contain more than 2000 pages of the most intensely edited printing-trade information. It costs only $3.60 a year—a cent a day.

The Inland Printer Co. - 632-634 Sherman St., Chicago, Ill.

TO THE NEWSPAPER PUBLISHERS OF CANADA

WE are asking your co-operation to make stronger the circulation of the MACLEAN TRADE NEWSPAPERS. In doing so we are reciprocating by emphasizing to our thousands of merchant readers the importance of advertising in their local papers.

Read these extracts from articles which have appeared in the MacLean Trade Newspapers during the past month. They will give you some idea of the work our papers are doing for you in the way of educating the merchants of the country in the use of advertising space in the Weekly Press of Canada.

"Advertising must be done. Advertise the store, the goods, and the service at every possible opportunity."—From editorial "Increase your Fall and Christmas Trade," Canadian Grocer, Nov. 3.

"We have adopted new methods this fall. Last year we did little advertising, but for the most part we depended on the manufacturers for that. But now, we have a contract with the papers for a certain space daily and we have been devoting it solely to stoves for the past six weeks. I believe in making advertising space talk; and in having a different line of talk every day. The first thing I do on getting down to work in the morning is to write a change of advertisements. This plan has paid us over and over again. Quite a few of our customers have acknowledged that they came in because they had seen our ads. in the papers."—Western Ontario Hardwareman in "Progressive Store Methods" Hardware and Metal, Nov. 25.

"Few merchants seem to realize that intended improvements to their store may be made the basis of some very good advertising. This idea was appreciated recently by a large men's wear house. On starting to build their new store, they made an announcement that $1,000 in prizes would be awarded for suggestions for their new building. It is often worth a good deal of money to a merchant to know the mind of customers with reference to possible improvements to his store. Such a plan as that adopted by the firm in question would certainly bring out this expression of opinion and focus public attention on the building during the course of erection."—Dry Goods Review, Dec. 15.

"The 11½x7½ inches advertisement of Wm. Currie, Montreal, is reproduced as an illustration of the effect that can generally be obtained by proper use of small space. Here a distinctive cut is used in connection with statements which suggest knowledge of and confidence in the goods offered for sale, a note that is not always evident in men's wear advertising. The example here presented contains a good suggestion for an announcement at school opening or one calculated to interest school or college trade."—Men's Wear Review, December number.

"The secret of success in local advertising for the retailer consists in the daily or weekly announcement of prices of goods. When you have created in the mind of your reader the desire to buy, the thing that next interests him is the price. Successful advertisers have long recognized this, and they literally fill their space with prices. And the fact that this method has built up and is still building up big businesses to-day ought to be sufficient proof that it is a very good method, as well as a very simple one."—Frank McMullen in "Good Advertising," December Bookseller and Stationer.

This "community of interest" idea should appeal to you. The stronger the circulation of the MACLEAN TRADE NEWSPAPERS the more thorough will be the work of developing business for your newspaper. All we ask is that when opportunity offers you will advise the merchants of your town to read the papers we publish in their interests.

The MacLean Publishing Co.
LIMITED

143-149 University Ave. TORONTO, ONT.

Have You Tried Our Doubletone Inks?

SOME VERY FINE
SHADES IN STOCK

SHACKELL, EDWARDS & CO., LIMITED

MAKERS OF
FINE PRINTING and LITHO INKS
SINCE 1786

127 Peter St.
TORONTO

and at LONDON
England

We especially call your attention to our new

BOOK PAPERS

English Dull Coated

White and India Tint
25 x 38 — 80 — 100

Hancock Dull Coated

White, India Tint and Gray
25 x 38 — 80 100 — 120

White and India Tint
33 x 44 — 120 — 140

Write for samples and prices.

BROWN BROS., Limited

PAPER DEALERS

51-53 Wellington Street W., TORONTO

FOR CATALOGUE AND MAGAZINE WORK

WE desire to draw the attention of importers to the following papers manufactured by Olive & Partington, Limited, Glossop, England, which are specially adapted for high-class Magazine printing and the production of the Catalogue-de-Luxe.

Snow White English Coated Paper
Super Calendered Book Paper
Imitation Art Paper

A request for samples and prices will receive the immediate attention of the

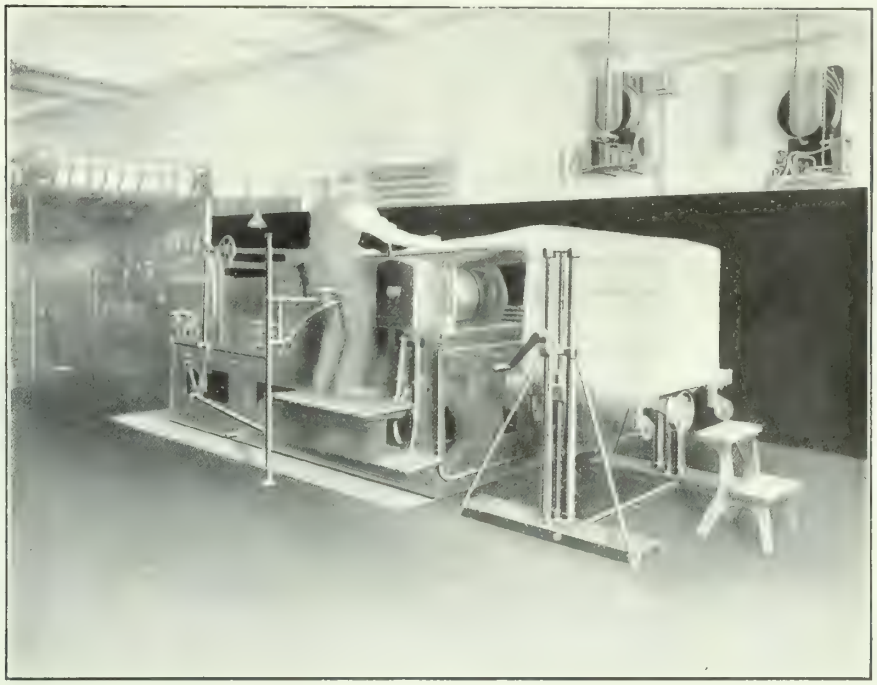
Sole Canadian Agents

HODGE-SHERRIFF PAPER CO.

McKinnon Building, Toronto

Telephone Main 2899

THE WHITE TRUCK ELEVATOR



Adjustable to lift any size Truck. Can be used back of any Cylinder Press or Folding Machine.

Get the maximum output from your presses and folding machines by the use of the WHITE TRUCK ELEVATOR. You will gain 10 to 15 per cent. in your output, whether short or long runs, over the ordinary method of putting up lifts, besides effecting a big saving in labor and waste from handling

This lift is strong, light and portable—the load rests on ball-bearing screws, so that the smallest boy in your pressroom or bindery can raise it with a full day's run on a truck.

Mention highest point of feeder board from floor when ordering.

Price—$150.00

ECONOMIC PRESS DELIVERY COMPANY

80 EXCHANGE STREET, BUFFALO, N.Y.

OILED TYMPAN

MAYVILLE
DUPLEX TYMPAN

Is a duplex sheet made from the highest grade of fibre obtainable, with our well-known chemically prepared "Perfecting Surface" on one side.

It is adapted to all styles of presses, and particularly advantageous on quick Trade Journal printing, also on long runs of magazine and book work. Excellent for hard papers, bonds, linens, covers, etc.

ESPECIALLY ECONOMICAL ON LONG RUNS

M

TYMPAN
4½c. lb.

Is a high grade Sulphite Fibre (prepared), the only Treated Tympan sold at the price of plain paper.



FAC-SIMILE OF LABEL

Mayville Offset Paper Perfecting Surface

Traveling, Shifting or Smut Tympans for Rotary Presses

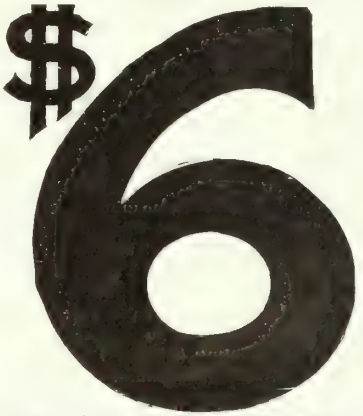
Perfectly Wound Hard Rolls No Wrinkles No Slime Spots

Every roll inspected before it leaves our factory
No delay on press to remove defective rolls

GEO. W. MILLAR & CO.

62, 64 Duane Street NEW YORK

If Every Printer Was a Machinist



Boston Model 1. Five Wheel, $6.00
Boston Model 2. Six Wheel, $7.50

the WETTER Would Be the Only Numbering Machine Sold:

In order to make an intelligent selection of a Numbering Machine and to understand the difference between a good machine and a poorly constructed one, the purchaser should have some mechanical knowledge of the vital parts of the machine, and understand the heavy duty these little machines are called upon to perform.

As it is not possible for ALL users to have this practical knowledge, the purchaser MUST depend upon the manufacturer; the reputation of the Wetter factory for reliable, durable and accurate working machines is the best in the world.

These Exclusive Features Keep the WETTER Up to the Standard We have Maintained for Twenty-six Years:

The mechanism is not Complicated; the steel used in the different parts is selected for the purpose intended and the finished machine is the best possible to produce.

Drop Cipher is of new design, and is the only one that can be guaranteed not to get low, even under very hard usage. The life of a machine depends on this detail of construction.

Side-Plates are "roughed" or "knurled" in place of being smooth, highly polished or "damaskeened." This prevents the machine from "riding up" or falling out of the form. Don't have to be "locked up" so tightly.

"Hold-Down Screw" permits of adjusting machine, without removing it from form, to print any one number any number of times by simply depressing the Plunger by hand and giving the screw at side of Plunger a "half turn" so as to hold the Plunger down until the required number of impressions have been made. The "Wetter" is the only machine that will do this.

The Plunger is Lower than others, will not cut new rollers, and permits of working on any cylinder press; and it is not necessary to remove the Plunger at any time to clean, as on other machines.

The "No." Slide is held rigidly in position, and can be removed without taking the machine from the form, and a letter or character of any kind inserted to precede the figures thus: B8196, H8196, etc.

Drop-Cipher on wheel next to Plunger; the only machine having this feature.

Faces of Figures Are Flat. This is absolutely necessary to produce a perfect impression.

Wheels are made of hard steel; figures are engraved deep; prevents clogging with ink.

Shaft Screws Out when necessary to take machine apart to clean; quicker than others.

Plunger Spring is in correct position for proper working; is large in diameter, and is practically non-breakable.

Ratchets are made from steel specially manufactured for this purpose, and produces a ratchet that does not wear and adds many years to the life of the machine.

Unit Pawl Spring is made of the best quality wire the most improved method—and is practically unbreakable.

SPECIAL MACHINES DESIGNED for Any Make of Rotary or Flat Bed Press

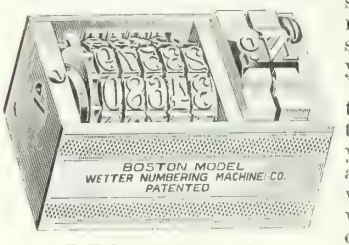
CARRIED IN STOCK AND SOLD BY

Toronto Type Foundry Co.

TORONTO MONTREAL

WINNIPEG CALGARY

Are in printing shops all over the world; and during the past twenty-six years have made it possible for thousands of printers to put cash in bank ordinarily spent in having the numbering done outside. The few dollars you invest in a WETTER will return to you many times during the year. The sooner you adopt the WETTER way the quicker you will get some of the orders that the other printer is capturing. Can be locked in a form by itself, the same as type, or surrounded by type to number and print at one impression. Each impression of the press automatically changes the numbers.



№ 12356
FACSIMILE IMPRESSION

BUY ONE NOW

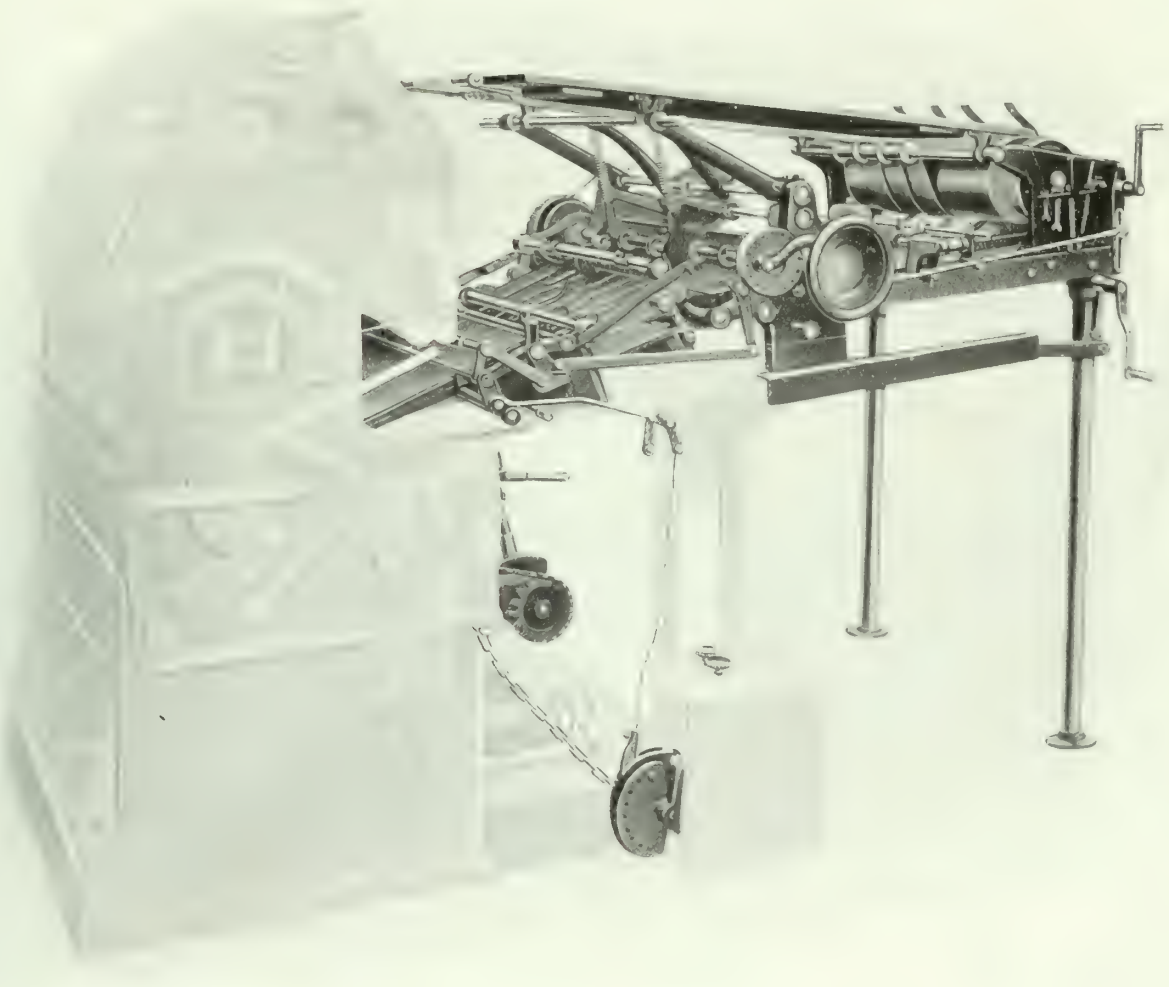
WETTER NUMBERING MACHINE COMPANY

331-341 Classon Avenue Brooklyn, New York, U.S.A.

Cable Address—"WETTER-BROOKLYN." Western Union and A B C Codes.

The "Waite" Offset Press

PRINTS COLORS IN REGISTER



SHOWING THE ROTARY FEEDER ATTACHED TO OUR "WAITE" OFFSET PRESS

WHAT WE GUARANTEE THE "WAITE" WILL DO:

1. Will Print Color Work in Register.
2. Will have an output up to 3500 per hour.
3. With Rotary Feeder attached, either hand or automatic feeding can be done.

Do not purchase an offset press without first communicating with us about the "Waite."

Toronto Type Foundry Co., Limited

TORONTO MONTREAL WINNIPEG CALGARY REGINA

Wilson-Munroe Co., Limited
TORONTO

The Best Possible Value in Writing Paper

CALEDON
WHITE WOVE WRITING

PRICE 6 CENTS PER POUND

¶ A STRONG, WHITE, CLEAN AND EVENLY FINISHED SHEET (WATER MARKED)
PLEASANT TO WRITE UPON WITH PEN OR PENCIL
VASTLY SUPERIOR TO MANY OF THE CHEAP SO-CALLED BOND PAPERS
A TRIAL WILL CONVINCE YOU OF ITS ALL-ROUND EXCELLENCE

Large Stock Carried in all Standard Sizes and Weights

REQUESTS FOR SAMPLES WELCOMED

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

Georgetown Coated Paper Mills
Limited

Georgetown, Ontario

Manufacturers of High Grade Coated Papers and Cardboards.

Office and Mills at Georgetown, Ont.

Hamilton's MODERNIZED COMPOSING-ROOM FURNITURE

The Savage Imposing-Stone Frames

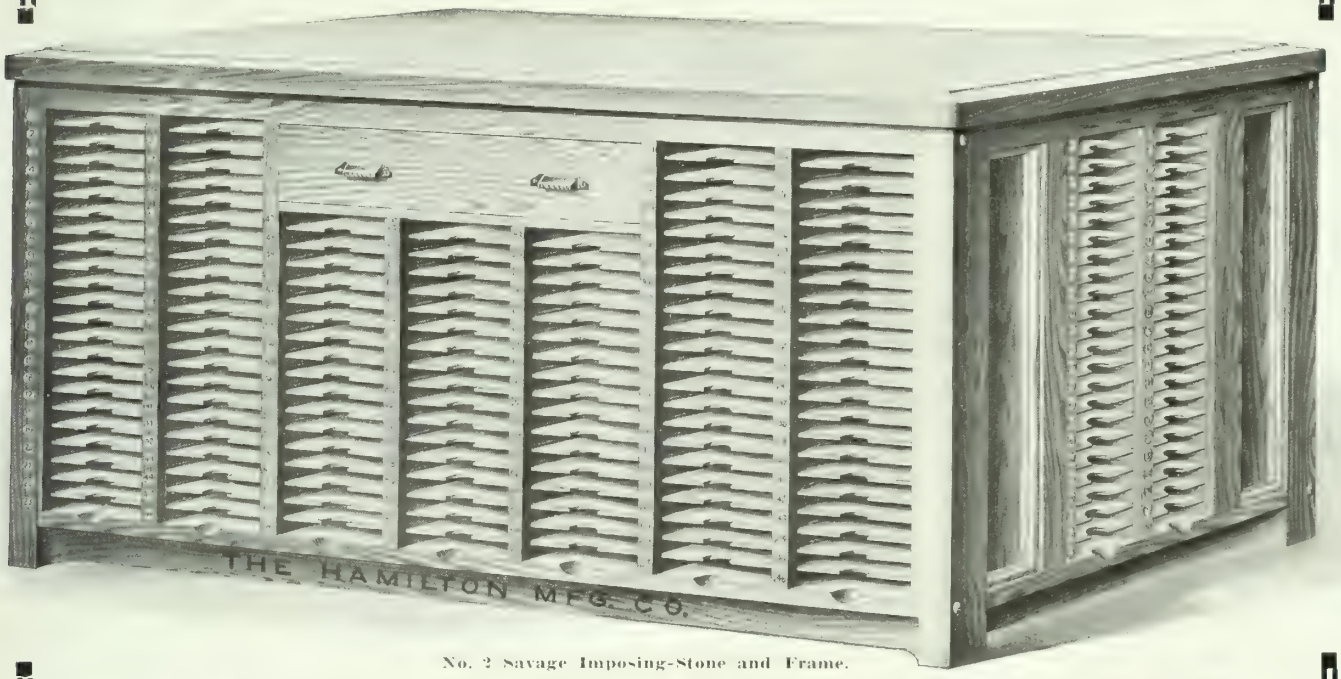
THE SAVAGE IMPOSING-STONE FRAMES are designed to carry individual galleys. The shelves are numbered consecutively, and by marking the proofs of the pages with the corresponding numbers of the shelves upon which the pages are stored, any particular page can be located instantly when wanted.

While especially valuable for pages or tariffs, directories, catalogs, etc., this arrangement is equally adapted to forms of every description. Some disposition, temporary at least, must be made of every form set up. If left on the stone, it occupies working space; if placed upon letter-boards or stacked upon shelving, no one but the compositor who put it there can find it. When found, it is frequently underneath or surrounded by other matter which has to be removed and replaced, with consequent loss of time and damage to material.

These frames provide a place for every form, out of the way, where it does not occupy valuable working space, yet where any compositor can go directly to the galley containing the desired page without unnecessary loss of time, and without disturbing or handling other pages.

The pages being on galleys can be handled quickly and conveniently, without danger of pi. Corrections can frequently be made on the galleys, and proofs taken if desired.

These frames have recessed sanitary bases, as shown by the illustration.



No. 2 Savage Imposing-Stone and Frame.

Savage Imposing-Stone Frame No. 1—Size of stone, 36 x 60 inches, or iron surface, 39 x 63 inches; capacity, 302 galleys; galley compartments 9 inches wide, 13½ inches deep, taking a standard 8½ x 13 galvanized iron galley. Galley shelves on both sides and both ends of the frame. All galley shelves are numbered consecutively. List price, complete with stone . . . . . $ 135

Savage Imposing-Stone Frame No. 2—Size of stone, 48 x 72 inches, or iron surface, 51 x 75 inches; capacity, 384 galleys. List price, complete with stone. . . . . $ 165

SEND FOR COMPLETE DESCRIPTIVE CIRCULAR.

If you are interested in the question of MODERNIZED COMPOSING ROOM FURNITURE, fill out the coupon and send it to us. Our representative will show you what can be done to increase your profits and relieve the congestion in your office.

THE HAMILTON MFG. CO., Two Rivers, Wis.

Gentlemen:—The Imposing-Stone Frames with individual galley shelves and galleys, which you recently furnished us, have proved extremely valuable in economy of time and labor. We regard this plan of carrying standing matter upon individual galleys as far superior to any other method. It provides a place for every page, with every page in its place, where it is quickly accessible, and therefore effecting a great saving in time results. We installed five of these Frames with 1,800 galleys and they have paid for themselves in a few months.

Yours very truly, **THE J. B. SAVAGE CO.,**

Per Chas. P. Carl, Supt.

We are interested in the question of modernized Furniture and we would like to have your representative show us a floor plan of our composing room as you would rearrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City.....State.....

Have you a copy of "Composing-room Economy"?.....

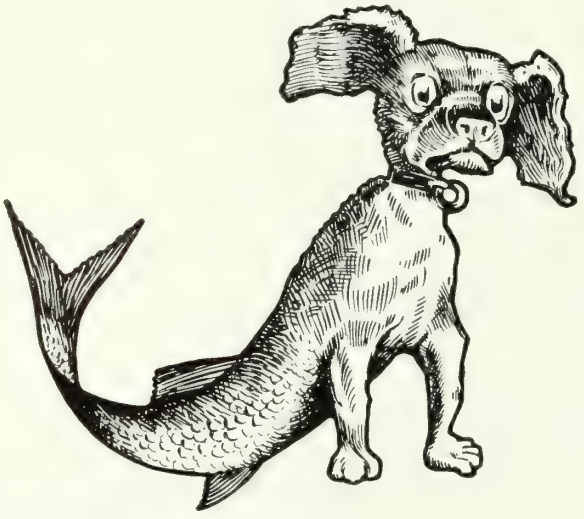
THE HAMILTON MFG. CO.

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ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Lanston Monotype Machine Co.
Philadelphia



Adding a *Fish* to a *Dog* Doesn't Make a DOGFISH

And, similarly, the addition of a type-casting machine to a slug composing machine doesn't produce a Monotype.

The *only* machine that is *both* a type caster and a type setter is the Monotype.

It takes *two* machines of any other make to do the same work that one Monotype does and even at that, the "quality" argument would still be with the Monotype.

Let the experiments go on. Newspaper publishers and printers generally are discovering every day that

"The Monotype Way
Is the *Better* Way"

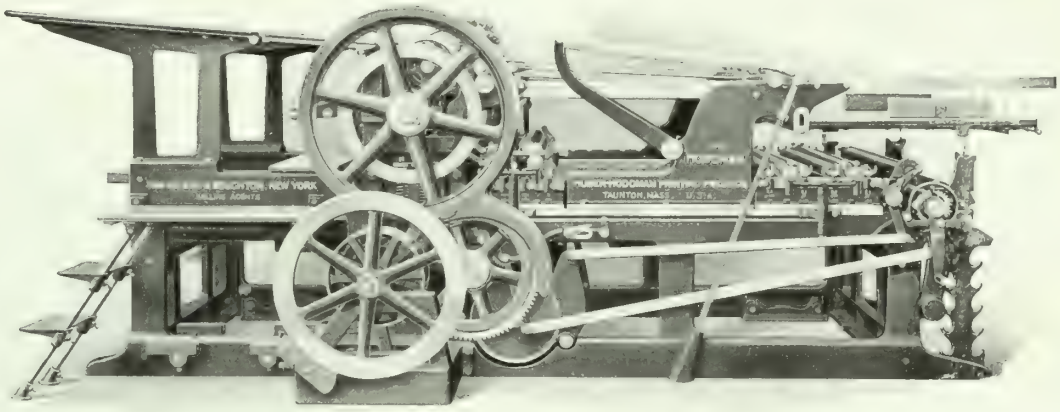
Four more newspapers, so far this month, have adopted the Monotype exclusively, discarding slug machines entirely.

Lanston Monotype Machine Co.
Philadelphia

319

This advertisement shows Monotype faces and borders

THE NEW
HODGMAN PRESS



BUILT BY

THE HUBER-Hodgman Printing Press Co.

IF there would seem to be any shadow of a reason flitting through your mind why you should not buy a Hodgman press, such as the preconceived notion of an employee, or any other similarly mythical point, we urge you not to see "The Hodgman," for you will want it, and that would cause you disappointment, and life is too short to hunt disappointment. If, however, you are free to consult your own best interests, see the Hodgman by all means, and it will do the rest. Then you will commence to install these presses and will learn what it means to combine profit and pleasure.

Not being in business for your health, you will naturally investigate our claims, and that is all we ask.

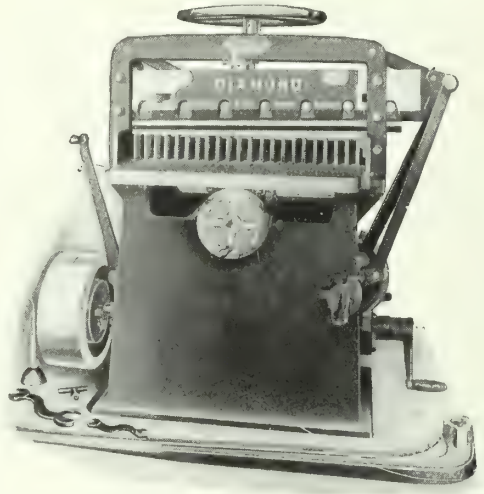
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NEW YORK

H. W. THORNTON, Western Manager
343 So. DEARBORN STREET, CHICAGO

The
Canada
Printing Ink
Co., Limited
Toronto

extend to their
many friends in the
Printing Trade
their best wishes for
increased prosperity
during the
incoming year.

COMBINATION
"DIAMOND"
PAPER CUTTER



can be operated by hand or power. Absolutely flawless in its performance. This beautiful machine will give constant service under the most exacting conditions. Look into the wants of your plant and communicate with us for full explanation and demonstration.

Address Inquiries to the Sole Canadian Agents:

MILLER &
RICHARD

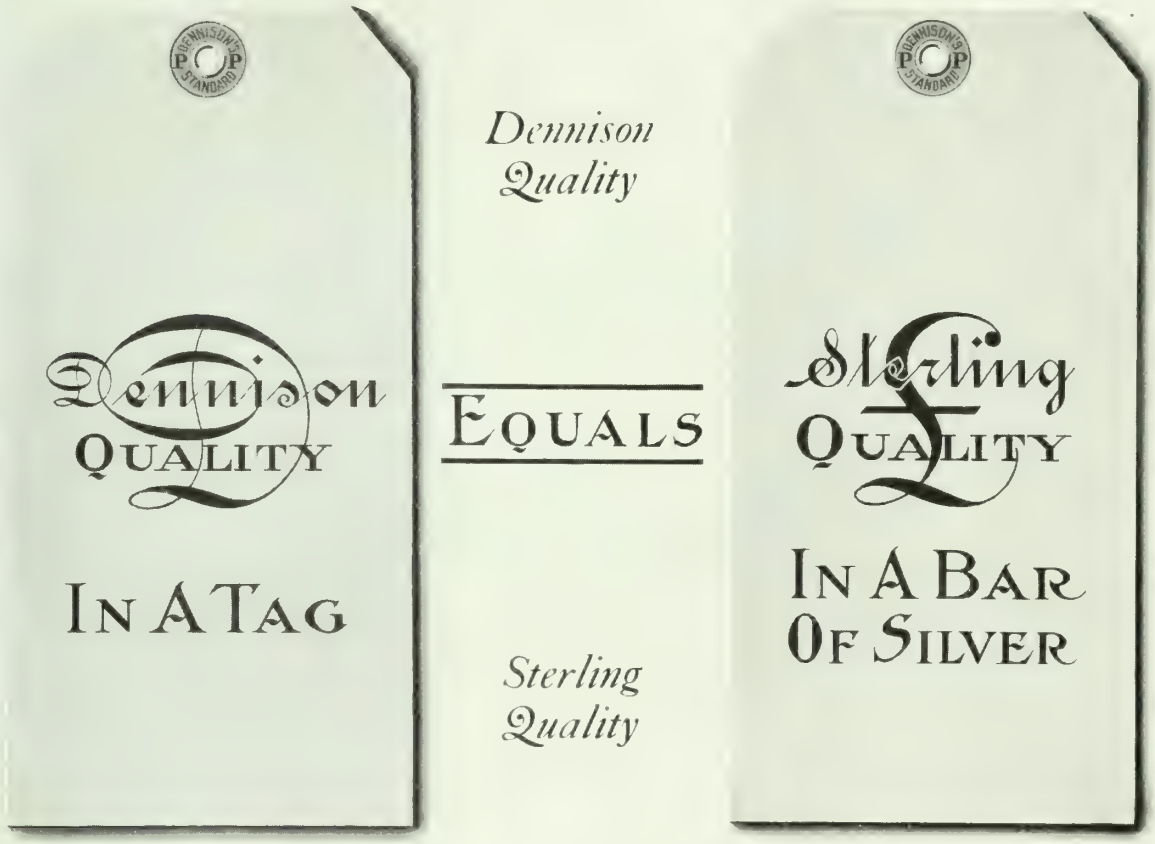
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SHIPPING TAGS

Of "Standard" Quality

Made of All Rope Stock, defy the Weather and Rough Handling

Strongest Tags on the Market



Dennison QUALITY
MEANS
Selected Stock, Careful Inspection, Full Count
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WRITE FOR SAMPLES

Dennison Manufacturing Co.

THE TAG MAKERS

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TORONTO – 8 Wellington Street, West

SURPRISE BLACK

continues to grow in favor.
Repeat orders invariably
where it has been tried.

IS IT ANY WONDER WHEN IT CAN BE

PRINTED
TURNED
and BOUND

WITH EXCELLENT RESULTS,
ALL IN THE SAME DAY?

Send your ROLLER CORES to one of our three factories, whichever is most convenient.

The Ault & Wiborg Co.

OF CANADA, LIMITED

WINNIPEG TORONTO MONTREAL

Begin The New Year Right

Make a new start.
Old worn-out machines are not economical.
No time like the present to buy new.
Everybody wants work done quickly.
You must prepare for it.

Send for Keystone Cutter circulars.
Ask for prices and discounts.
Very reasonable for the quality of machines.
Investigate these machines thoroughly.
Notice the work they do.
Guaranteed to be satisfactory.

Many concerns are using them.
Accuracy, rapidity and durability unexcelled.
Cannot get out of order easily.
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Easily operated and easily adjusted.
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All styles and sizes. **We are sure we can interest YOU**

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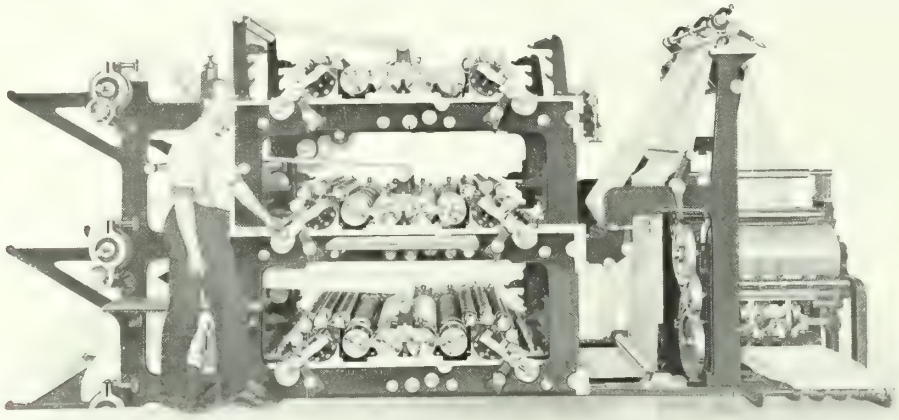
Builders and Designers of Embossing Presses, Paper Cutting Machines, Die Cutting Presses and Bookbinders' Machinery

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THE DUPLEX TUBULAR PLATE ROTARY PRESS

IT DOUBLES THE PRODUCT

Absolutely single plate — No half-speed devices



THE 12-PAGE DUPLEX TUBULAR PLATE PRESS

Capacity, 30,000 per hour of 4, 6, 8, 10 or 12 page papers. All book fold and at full speed from single plates.

READ WHAT USERS SAY

(Our customers write our ads)

Kalamazoo, Mich., Oct. 6, 1911.

. . . . . .

. . . . . , Ontario

Gentlemen,—

Replying to your favor received this A.M. we are sending you two copies of the "Telegraph-Press," printed on the Duplex Tubular Plate Press.

We are very much pleased with our press and believe you will make no mistake in buying this make.

KALAMAZOO TELEGRAPH-PRESS

Kingston, N.Y., July 27, 1911.

We are very glad indeed that we purchased this machine and would strongly advise anyone else to do the same.

FREEMAN PUBLISHING COMPANY

Brooklyn, N.Y., August 25, 1911.

The 12-page Duplex Tubular Plate Press has now been running successfully for over a year. We know that you have solved our problem—the problem of the small daily.

BROOKLYNER FREIE PRESSE

Asbury Park, N.J., Sept. 25, 1911.

In giving you my order for a Duplex Tubular, I want to say that it was not price that landed me. The machines offered in competition were the. . . . . which I would not consider on account of columns lengthwise of cylinders, half speed mechanisms etc., and the. . . . . which is not a single plate press except for half-speed. Before purchasing the Duplex I had my name on the mailing list of about fifteen papers using the Tubular. I found the press-work uniformly good in offices where competent help was employed. I appealed to a personal friend, an officer in a leading printing press manufacturing concern, who directed me to a personal friend of his using a Duplex Tubular Plate Press . . I am finally convinced of the superiority of your machine.

J. L. Kinmonth, Publisher "PRESS."

SEND FOR FULL INFORMATION AND CATALOG OF THIS REMARKABLE PRESS

DUPLEX PRINTING PRESS CO.

Battle Creek, Michigan, U.S.A.

MILLER & RICHARD

General Agents for Canada

Toronto Montreal Winnipeg Vancouver

The "Laureate"



THE JOHN THOMSON PRESS CO.'S LATEST ART PRESS

or Model-J, is especially intended for work of a character requiring very heavy impressions at relatively low ranges of speed, say from 1000 to 1400 impressions an hour.

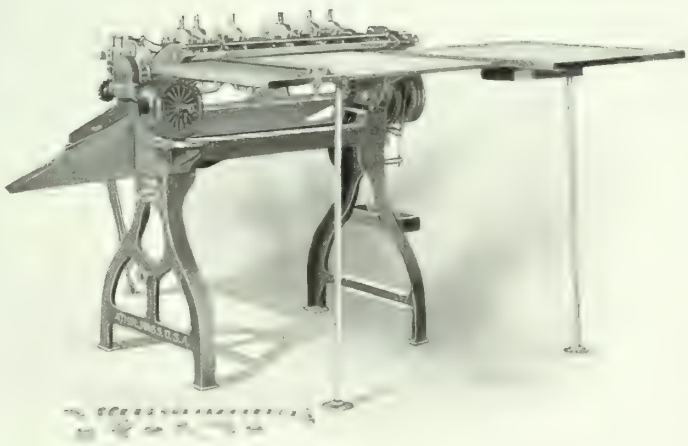
The particular function of the "Laureate" is for printing half-tones, multiple-color plates, tint-blocks and combinations of cuts, borders and type, of a size and character which, hitherto, have usually been done on cylinders. Also for executing thick and stiff cardboard signs, difficult (in some instances impracticable) to print on cylinders.

Write to our nearest branch for descriptive catalogue and prices

Toronto Type Foundry Company, Limited

TORONTO MONTREAL WINNIPEG
CALGARY REGINA

National Rotary Perforator



embodies all the latest improvements, and is the strongest and most durable Rotary Perforator of its kind manufactured.

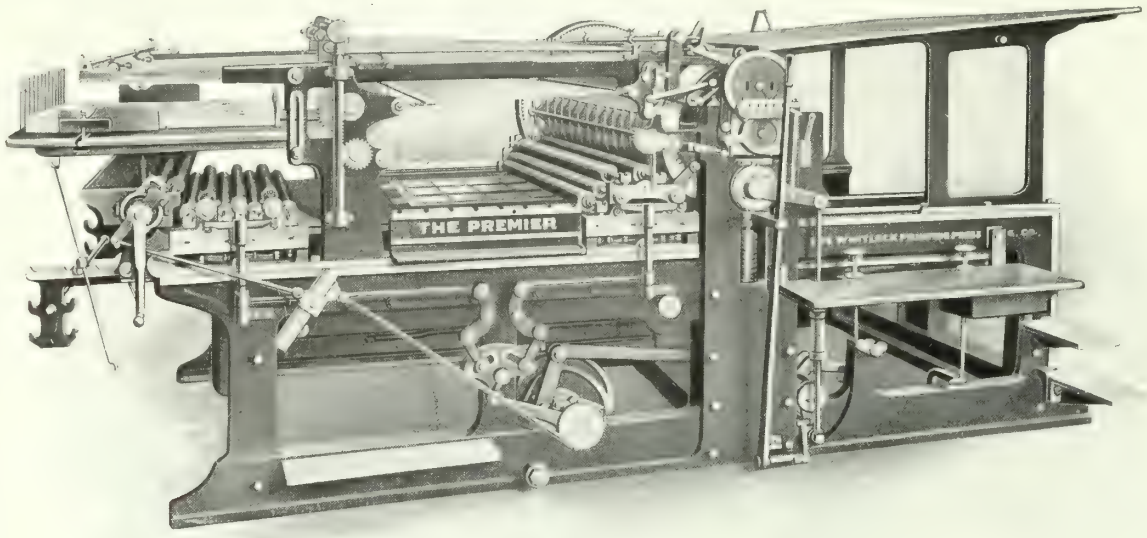
No strings. No tapes. No bands. No burr. No ragged edges. No pounding of stock. Mechanically perfect. Simple to operate. Low cost of maintenance. Knives practically indestructible. Rapid Feed. Durability. Workmanship. All parts interchangeable. Fully guaranteed. Special attachment.

Address Inquiries to the Sole Canadian Agents:

MILLER & RICHARD

THE PREMIER

THE NEW SERIES TWO-REVOLUTION FOUR-ROLLER WHITLOCK PRESS

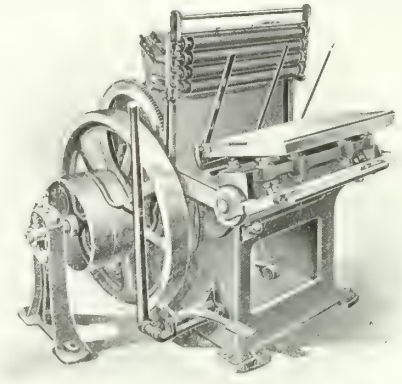


The very latest two-revolution press on the market. Containing all the up-to-date features of all other flat-bed printing presses and many additional features. Ask for information and quotations from

MANTON BROS., TORONTO - - - Canadian Selling Agents

and Manufacturers of Printing Inks of all kinds, Printers' Rollers and Supplies.

FOR LETTER-PRESS, HALF-TONE AND 3-COLOR WORK, EMBOSSING, CUTTING AND CREASING.



THE GALLY IMPROVED

"UNIVERSAL"

In designing this press we have considered the absolute need of space economy in the average plant and yet have embodied the features that give accuracy of results with long service.

The many styles and sizes are covered by our catalogue. Ask for it.

SOLE CANADIAN AGENTS

MILLER & RICHARD

Canada Coating Mills, Limited

GEORGETOWN, ONTARIO

Coated Papers

Satin finish book, enameled surface.
Regular catalogue book in white and tints.
Covers—Embossing and duplex.
Lithograph.
Label and hanger.

Card Boards

Blanks, coated one and two sides.
Railroad board in six standard colors.
Translucents, Post Cards and Playing Card.
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We make our own raw stock which means quick deliveries on all mill orders, especially on special sizes and weights.

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Alkali Proof Papers.
Covers and Poster Papers. In all standard colors.

TORONTO OFFICE AND SALES DEPARTMENT, ROOM 103, MAIL BUILDING

MONOPLANE BOND

NEW PARCHMENT FINISH

has sailed into popularity at record speed. The newest and most attractive Bond Paper on the market.

The NEW PARCHMENT FINISH makes it suitable for lithographing, engraving and embossing—Ordinary type printing is improved by the use of this paper.

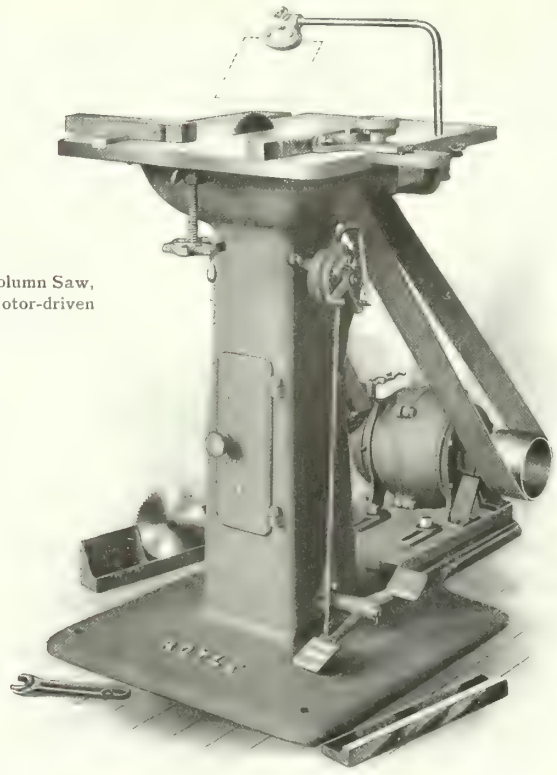
A handsome sample book showing actual results will be sent on request. Stocked in white and six attractive colors, price 13c per pound. Special price on case lots.

We control this line, and its quality is guaranteed by *fifty-one years* of the Square Deal.

JOHN CARTER & CO. Inc.

100 Federal Street - - Boston, Mass.

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Column Saw,
Motor-driven

The Royle Saw Tables are of recognized merit for accurate dimensioning. Throughout, the construction is based upon the best modern machine shop practice, and has a nicety of adjustment unusual in tools of this kind.

These Saw Tables are not offered in competition with cheaply constructed devices, but stand in a class by themselves for dependable dimensioning of the finest kind.

Write for printed matter.

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PATERSON, N. J., U. S. A.

PHOTO-ENGRAVERS' MACHINERY

Canadian Agents:—Toronto Type Foundry Co., 70 York Street, Toronto

HICKOK RULING MACHINES

Paging Machines

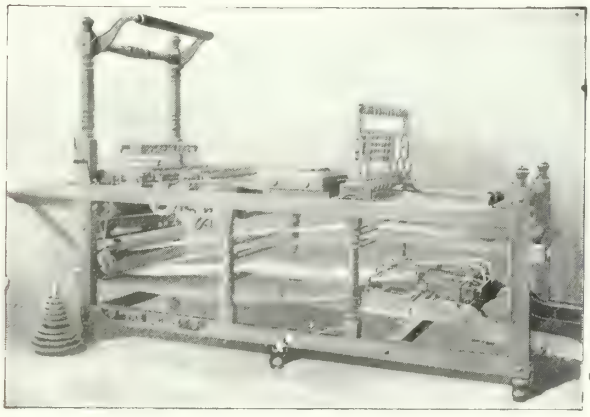
Board Shears

Signature Presses

Standing Presses

Embossing Presses

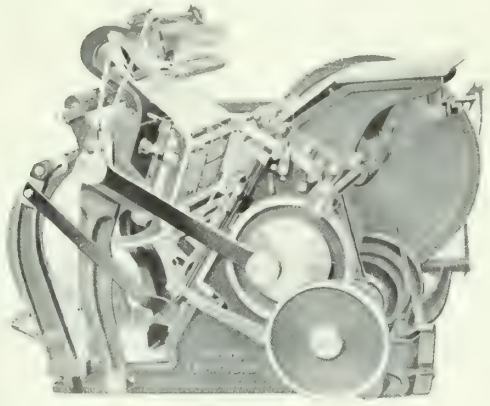
Backing Machines



SOLE AGENTS

MILLER & RICHARD

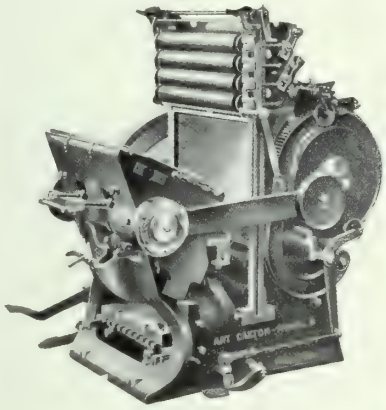
THE "HADDON SAFETY"
Easily 3000 Per Hour. Automatic Delivery



ABSOLUTELY KINGS OF THEIR KIND

ABSOLUTELY KINGS OF THEIR KIND

THE "ART CAXTON"
Half-tone; Three-color; Embossing

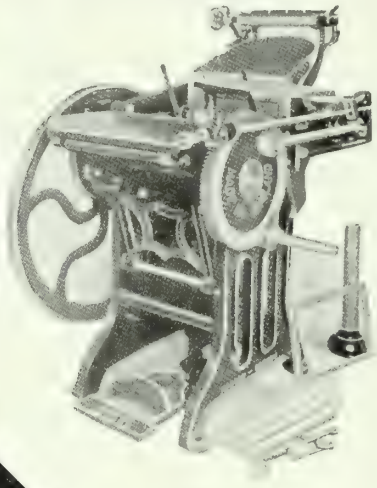


PROGRESSIVE PRINTERS' PROVIDERS

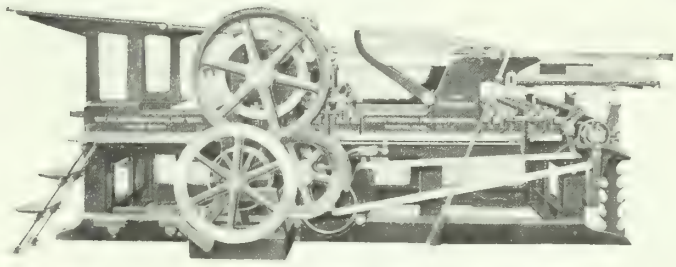
"Anglo-Canadian"

Machinery
— TYPE —
SUPPLIES

9x13 THE "HADDON GORDON" 10x15



THE "HODGMAN"



ASK FOR BOOKLETS

The Finest, Fastest and Best Two-revolution Press in the World

ASK FOR BOOKLETS

The Anglo-Canadian Type & Printing Machinery Co., Ltd.

FORMERLY JOHN HADDON & CO.

Canadian Branch: 124 YORK STREET, TORONTO

Patented in the U. S. and Registered in England

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Complete Series. 15 Sizes $88.55

30 Point Font $4.25 5 A $2.00 9 a $2.25

FOUND RICHES
Smart Merchant

36 Point Font $5.00 4 A $2.40 7 a $2.60

PURCHASED
Silver Casket

6 Point Font $2.00 23 A $0.90 45 a $1.10

TYPE IN WEIGHT FONTS AT BODY TYPE PRICES

Full cases of Type are a boon to hustling compositors; they eliminate that time-consuming practice of hunting and picking "sorts." Buy Weight Fonts

8 Point Font $2.25 20 A $1.00 40 a $1.25

GIRARD SERIES MADE BY KEYSTONE

This letter is of great value in the job or "ad" room because of its striking features

10 Point Font $2.50 16 A $1.10 32 a $1.40

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Automobile Race held at Boston was successful in every respect

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14 Point Font $3.00 12 A $1.35 24 a $1.65

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18 Point Font $3.25 9 A $1.40 18 a $1.85

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Ancient Scribe

$1234567890

42 Point Font $6.25 3 A $3.00 6 a $3.25

PERMITTED
Violate Rules

48 Point Font $7.50 3 A $4.10 5 a $3.40

RED Pouch

54 Point Font $9.20 3 A $5.00 5 a $4.20

Mince PIE

60 Point Font $10.00 3 A $5.80 4 a $4.20

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72 Point Font $12.50 3 A $7.30 4 a $5.20

Had ME

84 Point Font $14.60 3 A $9.10 3 a $5.50

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Anglo-Canadian Type and Machinery Company, 124 York St., Toronto

The Canadian Printer and Publisher

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF THE PRINTING AND PUBLISHING TRADES OF CANADA.

Vol. XXI. TORONTO, JANUARY, 1912 No. 1

United Typothetae Of America Outlines Plan For Organization Work in Canada

A DEFINITE proposal for the organization of the printing trade in Canada by the United Typothetæ of America is announced in the accompanying letter from President J. Stearns Cushing, the present head of that body.

There can be no question as to the need for organization work in Canada under a broad comprehensive plan. Printers' Boards of Trade or Master Printers' Associations have been established in eight Canadian cities, but there is no federal organization to co-ordinate their work and organize local associations in the fifteen other cities that are of sufficient importance as printing centres to make local organization desirable. The local organizations that are established are handicapped in their work by the lack of organization in other cities and by the need of this federal co-ordinating body.

Cost educational work, for example, could be much more effectively undertaken by a federal body with branches in all large cities than with the present inadequate organization. Purely local organizations must necessarily concentrate their attention upon the trade in their own cities and the increase in selling prices that invariably follows cost investigation lays their members open to a competition from other cities that is based upon ignorance of cost. A federal body would undertake the organization of the printers in these other cities and conduct cost educational work among them also. A federal body could supply the service of experts for installing cost systems—a service that is almost necessary when a large plant installs for the first time an accurate cost system; but one that a purely local organization cannot give.

So there can be no question as to the need of a strong federal organization. The question is: Shall this federal organization be International or National?

UNITED TYPOTHETAE OF AMERICA.

OFFICE OF THE PRESIDENT.

NORWOOD, MASS.

John M. Imrie,

"Printer and Publisher,"

Toronto, Canada.

Dear Mr. Imrie,—I have given a great deal of thought to your letter of November 3, and have carefully read the articles appearing in the October and November "Printer and Publisher" to which you directed my attention. I have, too, discussed the matter of the attitude of the United Typothetae of America with members of our executive committee.

Paragraph 5 of the report made to the Denver convention by the Committee on Topics, provides for the appointment of several organizers. The report was adopted and is now a part of what might be called U. T. A. law. It is our intention to appoint at least one organizer for Canada, and he will, of course, be a citizen of your country. It is our intention, also, to arrange for two field-men for eastern Canada and one for the western section.

The organizer will act as general secretary for the U. T. A. in Canada, and will have charge of the field-men. His work will be under the supervision of our general secretary.

The field-men will superintend the installing of the standard cost system in the offices of our members in Canada, and will work under the direction of the organizer.

This is but a general outline of the plan, to be sure, and its adoption and ultimate success depends on the support and co-operation of the Canadian printers. Under it we will expend at least three-fourths of the money paid the International Association by our members in Canada in their own country. There will, of course, be a charge made for cost-system installation just as there is here in the States; although all money paid for the work, and easily twenty-five per cent. in addition, will be expended in Canada.

Under the tacit agreement reached at Denver during the negotiations for an amalgamation of all the various printers' associations, we are authorized to accept the membership of local organizations of printers without the payment of a membership fee. This, of course, includes Canada.

It is certain that with its experience in organization work, its strong treasury, its great membership, and its thorough organization machinery, the United Typothetae of America is in a position to do more for the printers of Canada than they can

accomplish through a new organization. We propose to so organize Canada that the benefits which are accruing to the well-organized cities on this side of the border will be quickly brought about. It may interest you to know that we have already an organization to be proud of in Vancouver, B.C., where one of our field-men has just completed the installation of our cost-finding system in all the principal plants. The work there has now been placed in the hands of Secretary Bindon of the local association. Letters from members assure us that conditions are better than ever before, and that they are constantly improving. Every city in Canada can be a second Vancouver if you will co-operate with us.

In conclusion, allow me to suggest that the various local associations in Canada take immediate action on this matter, each club voting to join the United Typothetae of America in a body. As stated, the membership fee will be waived. The dues, of course, will be the same as are paid by all other members—three-tenths of one per cent. monthly of the annual mechanical pay roll.

As soon as this suggested action is taken by a majority of the local printers' clubs now organized in Canada, which are not already affiliated with the U. T. A., we will put our plans into effect, and a new era of prosperity will dawn for Canadian printers.

J. STEARNS CUSHING,
President, U. T. A.

The Late Mr. W. E. Hunt

By J. C. Mundle.

On Christmas day there was taken from the journalistic, artistic and literary field of Montreal, one of the brightest and most lovable characters in the person of William Edward Hunt. Officially occupying the position of editorial writer and dramatic critic of the Montreal *Witness,* he was highly regarded wherever he went and his articles were always read with a carefulness and sincereity that bespoke the confidence of the public. For years the editorials of the *Witness* have been looked forward to as the best sentiments of Canadians all over the Dominion. As a painter, the late Mr. Hunt's canvasses were seen many times hung in the Art Gallery and many are the sketches among his numerous friends that money cannot buy. He was a man among thousands; one against whom no person was ever heard to say an unkind thing and one who was continually looking for the beautiful things in life.

Many a big man in Montreal has been pleased to count on the support and assistance of the late Mr. Hunt and in some of their homes will be seen his paintings hanging in the most prominent positions. During the last political campaign the work that Mr. Hunt did was prodigious and as a result of the over-work his constitution was so undermined that when the ravages of typhoid attacked his system he was unable to withstand the strain and quietly passed away amid his close friends and family.

The deceased, like many well-known Canadian newspapermen, was of English birth, having been born in Brighton 52 years ago. Coming to Montreal twenty years ago he first entered commercial work but his literary abilities soon led to his engaging in active newspaper work. Starting as a reporter with the *Witness,* by his attainments he rapidly worked himself to the chief position, and in addition was a constant contributor to many English and American papers. Of a quiet nature and studious habits he was seen at his best when surrounded by his wife and daughter painting in his studio and telling of many little incidents connected with his career.

As a writer of sonnets his name will be long remembered for as the author of a famous Christmas carol, "The Christmas Bells of Long Ago," his sweet verses will go down to posterity and his name revered. To the wide range of his readers throughout the world and to his more personal friends his place will be left, a void that cannot be filled.

His poem, "The Christmas Bells of Long Ago," won a prize of $50.00 awarded by a Toronto paper for the best Canadian verses on the day. It was fatalistic in its grim coincidence that the author passed away Christmas morning.

Canadian Printers Invited to Middle Atlantic States Cost Congress

Many printers in Eastern Canada who could not attend the International Cost Congress at Denver will welcome the announcement of a cost congress at Philadelphia on January 16 and 17, and the desire of the committee on arrangements that it should be attended by many Canadian printers. The tenative programme gives promise of a meeting that will be fully as instructive and interesting as any of the three International Cost Congresses, and will therefor amply repay the Canadian printers who attend it for the expense and time that attendance will involve . This programme is as follows:—

Importance of the Cost System.—J. A. Morgan, Chicago.
The Printer of the Future. J. Clyde Oswald (Editor, American Printer) New York.
The Need of Co-operation. Franklin W. Heath, Secretary, United Typothetae of America.
The Printer as a Business Man.—G. H. Gardner, Cleveland.
The Meaning and Necessity of Cost Finding.—Albert W. Finlay, Boston.
Demonstration of the Standard Cost Finding System.—(Illustrated by Charts) Chadwick P. Cummings, Philadelphia.
Discussion of the Cost System, led by Frank M. Acton, Philadelphia, Joseph Brennian, Philadelphia, and I. J. Friedman, Philadelphia.
The Country Newspaper and Job Office.—O. D. Schock, President, Pennsylvania State Editorial Association.
The Printer and the Dollar (Stereopticon Lecture)—Henry P. Porter, Boston.
What Organization and the Cost System and Organization can do for the Printer. Henry P. Porter, Boston.
What the Cost System has done for the Printers of Haverhill.—J. E. Wade, Haverhill, Mass.
The Printer and his Banker.—J. A. McCarthy, Philadelphia.
What the Cost System and Co-operation has done for the Printers of this country.—W. J. Eynon, Washington.
The Cost System and the Canadian Printer.—John M. Imrie, Toronto (Secretary Canadian Press Association).
The Printer as an Advertiser.—Geo. H. Perry, New York.
The Importance of Trade Co-operative Fire Insurance.—Alfred J. Ferris, Philadelphia (Secretary, Graphic Arts Fire Insurance).

Ad Club for Ottawa

At a meeting held in the Russell House, Ottawa, on December 18, arrangements were formulated whereby an advertising club patterned after the lines of similar organizations in other large commercial centres, will be formed in Ottawa. The local club, when details are completed, will be affiliated with the large advertising organizations of America. Membership in the club will include all those who either purchase advertising space or who sell the same, and also the heads of purchasing departments of the large departmental stores. The organization meeting will be held shortly after the New Year.

"Service" or Printing—Which or Both?

A Further Search for Efficiency

By J. Horace McFarland

In "The Graphic Arts"

ITEMS of printing, or "jobs," or orders, or sales —call them what you will!—come into the print-shop for actual execution, whether as the result of canvassing or direct action, usually in one of three shapes.

The "job" may appear in the shape of well-prepared copy, accompanied by an equally well-prepared layout, giving in detail the desires of the customer in respect of display, type faces, spacing, borders, placing of illustrations, margins, color, finish and weight of paper, and color of ink. May so come, I say; but so seldom as to give the printer a serious jolt when such an unexpected thing happens, and a more serious jolt when he finds that the layout actually works to its intent. In my own experience, there comes just one such item of business in the average year, and it is so rare, so lovely, and so strange that it makes us all lonesome. Why, the office has nothing to do but pass it along; the "super" nothing upon which to exercise his pencil, the foreman nothing to do but give it out, the compositors nothing to do but set it up!

But leaving this beatific happening to its rarity, we may note the second variety of printing order, including well-prepared copy, not laid out at all, or with but a fragmentary idea of layout attached to it. Not seldom the size of the page is barely hinted at, and the placing of illustrations, if any, is a subject for speculation. Yet because there is "good copy"—legible, grammatical and in fair order for the constructive work of the shop—we are happy about the order. The office makes some notations as to size of page and of type, the superintendent adds his word, the foreman whips it into form for the men and the machines, and the work proceeds. Not so fast, to be sure; for there will probably be differences in opinion as to display, placing of illustrations, etc., between the foreman, the proofroom, and the customer, and it is a ten-to-one shot that a part at least of the order will be expensively reset "on the shop."

This second class is too infrequent, however, to constitute more than a nice little ripple upon the surface of the passing stream of printing. The third class, the predominant class, the everyday, hourly incoming in a shop of any size, includes principally "poor copy," with no layout or hint of it. This poor copy is often somewhat contemptibly poor, for it may be weak in grammar, shy in good English, freaky in spelling, and distressingly blind in chirography—or even in typewriting. I think at the moment of the copy for a catalogue page I was reading in the customer's office in a Massachusetts city, while I waited an hour for a home-bound train. The customer, a successful business man, very much a self-made man and with distinct ideas in regard to his own supreme ability in catalogue construction, had finished with me, and departed to Boston. I found I could, after I got on to his "style" of leaving words uncompleted, read most of the copy, but I came on a paragraph, done in a pale grey pencil shade on manila wrapping-paper, that I could not decipher at all. I just couldn't get a start at it; so I asked his stenographer to please read it to me. She took one look, passed me one grin, and then went after the junior partner. He came, looked, grinned, guessed, and then told me that his senior, Mr. Q., didn't write very plainly. "Why," said he, "the other day Mr. Q. endorsed on an order, *'Send him one tree scraper.'* The shipper down-stairs read it, *'Send him one ton scraps,'* and he sent them, too! Mr. Q. had a fit when the bone scraps came back p. d. q. by freight, collect!" Then the junior studied the connection, and we wrote new copy for the undecipherable paragraph.

Every master printer who reads will be able to match this story, and go it ten better, without doubt. If it be book manuscript, there will be all sorts of blind spots in it, and the legends and locations of the illustrations, if any, will be treated by the author, until he gets the page proof, as a state secret. All through these majority jobs, the sheer slovenliness of the material to be put into printing will be adding perplexity and eating cash; but the printer is accustomed to it, and complains not outside the shop, lest his customer feel offended, and bestow his patronage on another, glad enough to get it with any sort of copy.

More, too; the capable printer, either himself or through his highly paid helpers, "licks into shape" the vague ideas of the customer, refines his language frequently, puts into the work his life's experience in display or decoration or in making books, and for the credit of his imprint—often not allowed to appear, after all!—makes the product good, not only in typography, but in language and design. He does this, if he is capable, and with any pride in his work; and it is only the work of such capable men I am now discussing. There is a too numerous class of master printers who are not masters, and not capable, whose highest ambition is to get some sort of an "O. K." from the customer, and let it go at that, in any shape. Or these gentry undertake to do things for which they have neither knowledge nor facilities, becoming blind leaders of the blind. Such men have no worthy ideals, and we are not now taking up their manifest and numerous incapacities.

While this is not a price discussion, we may properly ask as to the charges made for items in these three classes of printing orders. There is quite likely to be no distinction whatever, as to price, between the well-prepared or totally unprepared items. Indeed, the price has usually been made without sight of the copy, and with no reservation as to any credit or charge if it prove to be better or worse than the average. Very probably, too, the price for composition, at least, has been made upon a close thousand-em basis.

What, then, happens as the printer "fixes up" the mediocre or the poor copy? Just nothing financial happens; for did I not calmly work over that sloppy, undecipherable mass of hen tracks for Mr. Q., of whom, had I even dreamed of asking it, I could

never have collected a cent, for supplying his deficiencies of education and practice!

No, it was not so bad as all that; for in getting Mr. Q.'s order I had included two unusual items—one for "service" and the other for "general expense." True, neither item included the deciphering of illegible writing, but the one did include a charge for constructing pages in a form believed to be such as would make for him a result of profit, and the other recognized the important fact that the master printer travels, eats, wears clothes, and endeavors to lead a self-respecting life as a result of his daily occupation, rather than as a result of his investment in presses, type and such-like duffle.

It is this item of "service," in its various and important relations, I would here particularly bring forward. Every capable printer renders to his customer service beyond that involved in the use of his plant, but few of us—painfully few!—ever charge for it; and I suspect, from "inside information," that those who do charge for service, for the intelligent use of the accumulated knowledge of a life's devotion to the graphic arts, seldom charge for it any such really appreciable sum as to compare at all with the equivalent professional charge of the engineer, the architect, the physician, or the lawyer.

That there is in any case any charge for constructive service, however, is encouraging. So long as most current printing prices are made upon a purely mechanical basis, and almost always in a serene neglect to recognize the value of the master printer or his organization through a definite "general expense" item, printing will continue to be ill rewarded, and the simple printer to be ill thought of.

Instances occurring in days not so long ago occur to me at the writing moment. One relates to a great metropolitan magazine concern, using prospectuses, circulars, cards and varied devices in quarter-million quantities to promote its business of selling cheap books at a high price on the instalment plan with a magazine subscription thrown in. This advertising matter is acute, forceful, good-looking. The customer loves fine printing on well-appearing paper. He is not mean, either, about paying for it, for his profits are large. But he is like others in his disposition to compare all prices with the lowest. Therefore, when he is given excellent printing, preceded by hours and even days of consultation, study, dummy-making, press-proving and experimentation by the really capable solicitor of a certain great shop, without one single cent of charge above very low mechanical rates, he naturally considers my price, including a ten per cent "general expense" item, too high, and I lose the business! Yet I, even I who write, had never ventured to charge this man one cent for construction, or service, rendered him to the extent of writing his circular and photographing his books, with what he admitted was unusual success in the effect upon sales. The joke of it was, too, that the very magazine in question had paid, did pay, and probably will pay me quite satisfactory prices as "literature" for articles on other subjects written for it! The difference is that as an author I command respect, while as a printer, who writes for printing just as good stuff, I did not command anything—I just was commanded, and "commandeered!" Was, I say; for I have definitely gone out of the free service business.

There are some concerns doing such "service" as I am writing about that do no printing at all. They furnish ideas, prepare plans, get up "dummies" (usually at the cost of two or three competing fool printers, be it said!) and see the accepted result through the press of the printer who will bid low enough to get the order. These concerns are paid separately for service, and they are judged, not only by the service rendered, but by its selling result. Success seems to come to them in a much greater degree than to the printer who erects into existence the commercial selling structure they have planned.

In an important degree, the more thoughtful and capable print-shops tend at the present time to add "service" departments to their mechanical equipment, and to set the use of intelligent brains at a price beyond the charge for the simple trade of printing. I write with the thought of encouraging the establishment of such adjuncts, or the reference to them when existing of work not truly ready for the press, and to discuss further what is meant by the term "service," with mayhap a word or two as to its value in Uncle Sam's yellow-backs.

Does this "service" beyond paper and type and presswork involve only the ability to construct an attractive dummy, to propose the use of pleasing pictures, to exercise good taste in suggesting combinations of paper and ink? No, no; "service" implies far more than all that. It includes, wherever it comes from, intelligent, trained thought toward the better accomplishment of the object for which it is rendered.

There occurs to me an uncomfortable instance in my own experience. I had a fine young man with me, fired with ambition to attract new business, and leaking a new and heaven-born decorative scheme every hour. One day two separate thinks hit him hard, and in a moment of preoccupation I let him get away without a check-rein. He had seen, exciting his first thought that day, the well-designed advertising card of a firm that makes a nationally known brand of tomato catsup. The other thought entered his head along the fruits and leaves of a mighty nice color reproduction of a cluster of strawberries.

With the aid of cardboard, paste-pot, and two days' work of an expensive artist, my fine young man got his idea into charming shape. The half-sheet card just rioted in luscious ripe strawberries amid glowing green leaves, surrounding coyly the shapely bottle of catsup the sale of which it was desired to promote. It was surely a handsome design, and I perfunctorily glanced at it, liked its looks, without the least sensing its meaning—and allowed him to send it off, by express, accompanied by Exhibit B in the shape of a somewhat flamboyant letter, also the production of my fine young man.

About four days later the express package came back, and in the accompanying mail a letter. It was a courteous, kindly letter, but it bit and scratched its way into my now fully awakened brain. "We return the design you have been good enough to send to us," it said. "It is very pleasing to look at, *but we do not make tomato catsup out of strawberries. Frankly, what is it for?*"

It was worth the price, that letter! And my fine young man, proving impervious to ideas of true service, passed along to the great majority of live dead ones.

Service, then, implies a design, a thought, an idea, a scheme, that fits what it is applied to. This is the first requisite, and such service ought to be rendered by the capable printer if—and only if—he charges for it.

But complete service goes further, much further. This fitting idea must be practicable, mechanically and as to cost, for the object to which it is to be applied. Again a confession will make plain my point. I had—and have—a customer who capably conducts a high-priced school for boys. When I first had opportunity to serve him, accustomed as I was to pinching for—and being pinched by—my customers, I suggested certain "economies" to him, in the making of the fine little book which was the subject of discussion. He grew red in the face, and flared out at me: *"Don't talk economy to me, young man; the last hundred dollars I saved on this book cost me over ten thousand dollars!"*

When he cooled off a little, the explanation came. His unit of sale was a year's tuition, averaging about eight hundred dollars, and the reduced attractiveness of the catalogue produced by certain ambitious printers who had persuaded him to "save" some money, had, as he reckoned, lost him a dozen scholars. He needed an appropriately elegant and engaging catalogue, and it was much cheaper for him to pay a dollar apiece for the books that got the business than to get them for ten cents each and lose even one scholar.

The lesson was thus burned in upon me that the sharp economy proper to a business selling items at twenty-five cents each by catalogue was dreadful and disastrous extravagance when applied to the eight-hundred-dollar item.

Now the service-man, or rather in some rarely possible instances at present, the service-printer, as I shall call him, must go further even than to study appropriateness of plan and its relation to the object aimed at. He must, if he would entrench himself as do the professional men, become actually and thoroughly acquainted with the articles to be sold, of the object to be attained, by his customer, and must then weigh in the balances of his mind the entire selling problem involved. He must challenge precedent, and inquire into the results of former efforts, whether his or another's. Then, and only then, is he ready to apply his knowledge of type and paper and decoration, his facility in language and illustration, his mechanical and artistic equipment, to the service problems of his customer.

He must be as capably informed as is a certain patent attorney of my acquaintance. Man of law as he is, he will not argue a patent case until he understands the device in question well enough to put it together and use it himself. Then he is ready for the battle! He can give real service to his client.

This service-printer, too, must not live in a shell, oblivious to all outside. He must, if he would play the game to success and satisfaction, keenly scan the world of selling endeavor by printed matter. He must "read, mark and inwardly digest" the productions of his competitors, and set his mark even a notch higher. He must be informed, and keep informed.

When he has done all this, the service printer may yet find his customer to fail of full success. Why? Why? That must be his, the service-printer's, concern. Let him carefully inquire into the actual business methods of his customer. Does he fill his orders promptly? Is he courteous in correspondence? Do the items sold reach the buyers in good condition? Do they give satisfaction? Is the customer giving to his customers true and proper service? The printer may have to send in orders himself, or have that quietly done, to get this information. Sometimes he will find faults of which a worthy customer needs to be advised. All users of well-made selling offers by printing are not model business men; not all advertisers are ready to "deliver the goods." Sometimes it will be found that the merchant has no proper idea as to his needs, and no extensive list of names to which to send his suit-table catalogue—I remember one case, in which my customer was a man of decimals.

He ordered a catalogue of two hundred pages, with one hundred pages of half-tone illustrations. He must have twenty thousand copies. All this was done for him; but when the receiver of his company (thank heaven, I had *my* money!) dug into the "assets," he found some fifteen thousand of those catalogues, untouched in the cases in which they came. The catalogues were a *heavy* asset, sure enough! And then I acquired the nerve to look a customer in the eye, and ask him just how he expected to get out the catalogue I was to print for him. A continuing customer is better than a receiver's settlement, and it *is* the service-printer's business to know what becomes of the stuff after it leaves his hands!

Is this pretty deep water, friend printer? Well, there is yet deeper, for more service—the *complete* service, including a knowledge of the science of advertising. But that's another story!

Yet even a partial entrance into these waters is going to be well worth while, in dignity, in advanced ideals, in actual business profit. The master printer who does not act as business engineer, but who does proffer his constructive help toward the customer's interests in the handling of printing items toward mutual good-bargain conditions, and who charges and collects a fair reward for service, is pushing on the trade mightily. He is truly educating himself, his customers and his fellow printers, and from his ranks will be recruited increasingly the higher grade, the service-printer.

Now it can be set down as a certainty that this settled service-printer, whose library of productions bears witness to his wise counsel and wiser actions, is not wholly in competition. His customers are his friends, and they know by results what service is. True, he has as yet, no such reward for his service as comes readily to the lawyer, the doctor, the consulting engineer, but he is far above the struggling rank and file of price-cutters and job-grabbers. He is, indeed, qualifying for a university degree not yet Latin-lettered: he is a production-engineer, a profit-attorney, a business-consultant. He has solved the question of my title—Service or Printing, by the second answer, and because he can give fully both service and printing, he is very much entitled to that yet unhonored but soon to be created and truly noble degree—he is indeed a Master Printer!

The Model "Town" Printing Plant of Canada

Hal. B. Donly's Plant at Simcoe, Ont.

THE building recently erected at Simcoe, Ontario, by Hal. B. Donly, as a home for the Simcoe *Reformer,* marks an epoch in the history of "town" printing plants in Canada. Mr. Donly is a leader in the movement for the introduction of more modern and business-like methods into the operation of a country newspaper and job office, so it is eminently fitting that he should lead in the transition from the present type of building and equipment for this class of plant to the new type that must necessarily follow the more general appreciation of the fact that a modern building, modern equipment and properly "routed" lay-out have a direct and important bearing upon cost of production and quality of product.

The *Reformer* building is of solid concrete construction, with a facing of paving brick. It is a one-storey structure, 30 feet wide and 100 feet deep. Light is radiated evenly and in abundance throughout the entire building by windows on the front and one side and sky lights in the roof.



FRONT VIEW OF NEW "REFORMER" OFFICE

The general business office and Mr. Donly's private office adjoin each other at the front of the building, and occupy its full width, with a depth of 15 feet. Appointments that would do credit to a metropolitan plant give dignity and charm to both offices. The walls are covered with sage green and yellow beaver board and strapped with weathered ash. The woodwork and furniture also have a weathered ash finish, thus creating a harmony of color that is decidedly pleasing to the eye.

The business office is divided into public and private sections by a counter and grill-work swinging gate. In the public section is a long wicker seat for the accommodation of customers who have to wait for proofs or parcels. The counter is covered with plate glass, under which are displayed samples of work produced in the *Reformer* office. This display is of valuable assistance in booking orders, for by it a customer can select a style or size of type that is alike suitable to him and a part of the *Reformer* equipment. Drawers for the filing of other samples and office stationery are built under the counter. The vase and flowers shown in the accompanying illustration were not placed on the counter for incorporation in this photograph merely, as Mr. Donly recognizes the fact that a little touch of natural beauty like this gives a "home-likeness" to an office, and a freshly picked bunch of flowers is as much a part of his office equipment as is the counter itself. A cash register is another valuable part of the *Reformer* office equipment, and one that is common to few printing plants. Mr. Donly finds it of great assistance in keeping track of receipts and expenditures, and checking his account books.

A massive fireplace, built of paving brick is the outstanding feature of the private office. On the mantel above it are the three electros that have successively been used to print the *Reformer* heading in bye-gone days. In the corner between the mantel and the front window is a reference library in which complete files of *Printer and Publisher* are included. Other reference material is kept on the shelves at the other side of the mantel. Mr. Donly's chair and a portion of his desk are shown in the accompanying illustration. On the back of his desk is a large stack of filing sections, in which are kept the *Reformer* correspondence and the time tickets and other forms used in Association Cost System, for which Mr. Donly is a strong advocate. A door leads from the private office to a private washroom and lavatory.

No visitor to the *Reformer* office can long remain in doubt as to the political faith of its proprietor. If the name of the paper itself has carried with it no significance in this direction, the pictures of Sir Wilfrid Laurier that find prominent places in both business and private offices and in the mechanical department also bear testimony to Mr. Donly's devotion to the Liberal cause and its chief.

Through a window in the partition that separates his office from the mechanical department, Mr. Donly has an unbroken view of every section of the workroom. The main access to this department is through a door from the main office, but other doors open from the side and rear of the building.

Each cabinet, frame and piece of machinery in the present building was positioned before the first sod for the new structure was turned—even before the size of the building was settled. In this "table layout" consideration was given to the division of the equipment into departments first, and then into units in each department. The natural sequence of operations also was considered so as to save rehandling and unnecessary steps.

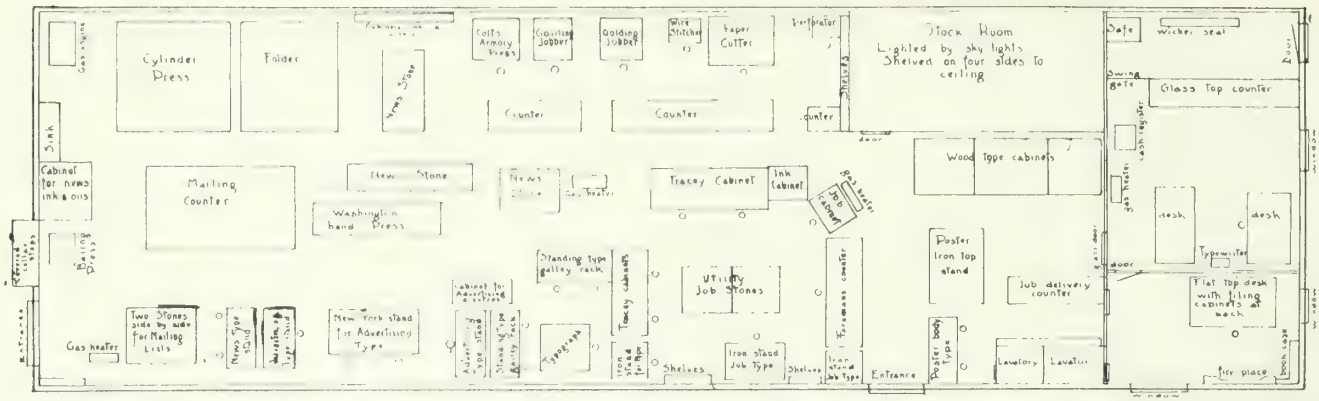
Composition is the first operation in most jobs. If the job is a poster, the compositor will work in



H. B. DONLY'S PRIVATE OFFICE



THE BUSINESS OFFICE



FLOOR PLAN OF THE "REFORMER" PLANT

the poster department that adjoins the office and have at his disposal within a small rectangle all the poster type in the office, and a poster iron top stand. All the job type is gathered together in a square of Tracy and other cabinets, with two utility job stones in its centre. The job compositor in the *Reformer* office can set and lock-up nine out of every ten jobs without leaving a 16 ft. by 19 ft. section, and with a walk of less than 10 ft. he can deliver the form to the job press department. A section about 10 feet square contains the type-setting machine, and the racks for its product; and adjoins the news stone and the section in which advertisements for the newspaper are set. This section contains two of the old style type stands, a New York stand and a cabinet for advertising electros, and covers about 125 square feet. Back of it is the mailing list department, consisting of two stones placed side by side and a type stand.

The arrangements for handling and storing job stock are excellent. A stock room (10 ft. by 20 ft.) adjoins the business office, but is separated from it and other departments by a solid wall. This room has no windows, but is well lighted by skylights. This light can be shut off by blinds when not required. It is shelved to the ceiling on all sides, the shelving being arranged to cover all the standard sizes of stock. The door that gives entrance to the job stock room is exactly opposite the employes' and shipping door on the side of th building, and a broad aisle leads from each to the other. The reception and storing of stock for job work is thus made a simple matter. It should be noticed that the stock room is convenient to the office, from which calls for blank sheets are frequently made. It is convenient to the cutting machine and job presses also.

The newspaper stock is stored in a part-basement at the back of the building. A covered stairway leads from the main floor to this room. The convenience of this stairway and room to the newspaper press is made obvious by the accompanying floor plan.

The cylinder press, folding machine and mailing counter form another unit. The two machines and the counter are so placed that the newspaper goes through the press and folding machine, is gotten ready for mailing and taken out of the building through the rear entrance without interfering with any other department, and without waste of steps. The sink for washing rollers, the cabinet for news ink and oils and the gas engine are placed close to the cylinder press to which they have a direct relation.

The placing of the job presses with reference to other departments is a model for other offices. The three presses stand side by side, with their backs against the wall. Immediately at the back of the feeders are counters (with trays built in) for holding stock before and after it is printed. Adjoining the presses and in the same row are the wire stitcher, cutting machine and perforating machine. Behind these machines also there is ample counter accommodation. A skylight runs directly above this section and gives abundance of the best kind of light. As has been stated already the job presses are less than ten feet away from the job composition section, and they and the cutting machine are quite close to the job stock room.

The wrapping of jobs for shipment is done at a delivery counter close to the door leading to and from the business office. String of various grades hangs ready for use from balls enclosed in holders attached to the ceiling above the counter. This, reader, in a printing office.

The position of the foremans' desk or counter is worthy of notice. It forms a part of the job department section, yet is convenient to the office, the poster department and stock room. Standing at either side of it the foreman has an unbroken view of all departments.

The floor plan shown with this article gives an erroneous impression regarding the wall in which the employes' entrance is placed. This wall is broken by several windows that improve the otherwise good lighting arrangement. These windows are set high enough above the ground to permit of the placing of stands or stones below them.

"A place for everything and everything in its place," is the rule in the Simcoe *Reformer* plant. Disorder will not be permitted. The entire plant is swept and dusted each morning, and all waste paper is collected and baled in a baling press.

Mr. Donly feels proud of his plant, and has ample justification for that feeling. His is the model "town" newspaper and job office plant of Canada.

Norfolk Publishers Discuss Clubbing Rates

When the publisher of a weekly newspaper offers to club it with an outside newspaper, should the rate quoted allow a profit on the cost of the clubbed paper? This was the question of supreme importance at the annual meeting of the Norfolk County Press Association held at Simcoe, Ont., on December 1. The advantages of clubbing offers in securing new subscribers and the prompt payment of renewal subscriptions were brought forward by some publish-

ers as arguments in favor of putting in the clubbed paper at cost; but other publishers maintained that these advantages were almost if not altogether offset by the danger of developing for an outside publication a local circulation that would afterward be used as an argument for the use of these publications of national circulation instead of the local newspapers. After considerable discussion all the publishers present at the meeting agreed to add at least 10 cents to the cost of an outside publication when clubbing it with their own newspapers.

John Doe and His Dream

A vision, entrancing, last night I beheld;
'Twas late in the night I might say.
I'd been fretting and fussing, trying to weld
The many bad breaks of the previous day.

My office with work was as full as could be,
And had been for many a day;
But strange to relate, I never could see
Enough money expenses to pay.

Of course, things were wrong, I knew it full well;
Though I charged the same price as the rest,
Somehow or other, I really can't tell,
My finances were not of the best.

In my dream I remembered something I'd read
About Cost Systems, simple and sure;
This lingered and muddled around in my head,
Till my brain became like a sewer.

I'll try it, I said (of course, in my dream),
Things can't be worse, that I know;
What's good for others, it surely would seem
Must also be good for John Doe.

The very next day I started in right—
Kept track of my chargable hours.
When prices I gave, I simply sat tight;
"Smith's prices are wrong, but not ours."

The Cost System showed, alas and alack,
That many a job was a "loser;"
But, now that I knew, I'd a mighty stiff back;
I changed from a chump to a "chooser."

I lost lots of work on account of my price,
But what I DID do was all right.
At the end of the year—well, let it suffice—
I had to look around for a new building site.

A crash and a jar scared me out of my life;
I awoke, with a start, full of dread;
'Twas only a call from my very good wife,
Saying, "Goodness, please come to bed."

Now the moral is plain, plain as can be:
I'll put in a cost system instanter.
I'll run it a year, and then you will see
John Doe win out in a canter.

Sometime or other, in business or life,
Opportunity knocks at our door.
She knocks but once, and—rumor is rife—
Like the raven of Poe—"Never more."

Preliminary Announcement

A Cost Congress for Ontario

WILL BE HELD IN TORONTO ABOUT
THE MIDDLE OF FEBRUARY

ARRANGEMENTS for a two-day Cost Congress of Ontario printers and publishers are now being made. The date has not yet been definitely settled, but it will likely be in the third or fourth week of February. The speakers will include the leaders in cost educational work in Canada and United States, and they will discuss such intensely practical topics as cost of production, efficiency, depreciation, cost of handling paper, installing a cost system, cost systems in small offices, productive and non-productive time, practical results of a cost system, etc. Every Ontario printer and publisher will be notified in due course as to the date and programme. Decide now to arrange your other business to suit this date, *whatever it may be*, for you cannot afford to miss this meeting.

The Value of County Press Associations

By H. P. Moore

Proprietor of the Free Press, Acton

"THE Press, unlike the medical and legal professions," says the editor of the souvenir volume of the Canadian Press Association, "does not lend itself readily to organization. The community of interest in the journalistic fraternity is of delicate texture. The tie between the editor and his readers is closer than the bond between editors and newspaper publishers with their contemporaries as a class."

But it has been proven that very cordial bonds between the editors and publishers with their confreres of a county or defined district may be satisfactorily made through the formation of a press association, and these ties generally strengthen as the organization is perfected.

While the primary aim of the smaller organizations is most naturally the banding together for the betterment of the material interests of the members, and for self-protection generally, the promotion of friendly feelings, fraternal amenities and social intercourse amongst the members is also an element which is growingly appreciated as such organizations prosper and their officers succeed in enrolling all the available newspaper men of the constituency. Experience has proven that the coming together at regular intervals of newspaper editors, proprietors and managers has tended to smooth down the asperities which are apt to spring up among men who are more or less thrown into competition with each other.

Gaining Ground by Concerted Effort.

Discussing present conditions in the printing trade, a prominent employing printer ventures the opinion that the successful printer to-day requires more industry, ability and nerve than are required in any other calling. Industry in keeping his plant going, ability in mastering and sustaining the infinity of detail, and nerve in demanding and obtaining adequate compensation for his work. Other businesses have profited materially along these lines from the association of their moving spirits with their fellows who are engaged in kindred enterprises. Why should not the members of the printing fraternity derive equal profit and advantage from association and consultation with each other, and by concerted action win the success which they desire and deserve to attain? Associative effort goes far to establish and maintain a custom of method and plan and a betterment of prices in the trade, and these united influences undoubtedly give material and other advantages.

That the printing business in any community could ever be organized into anything of the nature of a trust, as the term is now used, it seems impossible to realize. Indeed, such a consummation is not desired among Canadian pressmen, but that there can be a movement to do away, in great measure, with the senseless antagonism and frequent cutting of prices in order to secure work, is made evident by what has been accomplished by some of the county and district associations.

The Value of Cost Conference.

This result so devoutly to be desired, has been attained perhaps in largest measure where cost conferences have been held at meetings of the associations by the officers of the Canadian Press Association.

It is a comparatively easy matter to make up a scale of prices for the guidance of the business end of the printing office, and adopt methods whereby the actual cost of each order executed may readily be ascertained, but experience has proven that an organization embracing the proprietors and managers of the various printing offices of the community is advantageous in stiffening the business backbone and establishing a degree of uniformity in the conduct of the business of our somewhat peculiar craft. Such organizations have it in their power not only to save printers from each other, but also from their customers.

The experience of Halton County Press Association during the eight or nine years of its existence have shown very conclusively the value to its members, and to the newspaper businesses within the bounds of the riding, of a county association. The influence of this organization is such that the unseemly cutting of prices—notoriously unprofitable and unbusinesslike in previous years—has been practically annihilated. This is especially true in the matter of the municipal printing and advertising of the county.

The Experience of Halton Printers.

In the friendly consideration of mutual interests we have from time to time, at our meetings, agreed upon a fair, and as nearly as possible, an equable, allocation of such permanent work as the county, town and township printing and advertising, county and township fall fair work, etc. We agree to maintain in all cases fair and reasonable prices, but always eschew any suggestion for anything like "hold-up" figures. Our aim has been to create and maintain the respect of the public for the press of the county and the business methods adopted. We have endeavored to establish prices as nearly uniform as possible for local and foreign advertising, and have at our sessions considered in a friendly spirit of mutual interest the business generally which legitimately comes under our control.

From the inception of our association we have had two sessions annually, one in winter, the other in the summer or early fall. The winter meeting has been devoted almost exclusively to the discussion and consideration of practical business matters, and the summer session to social intercourse and entertainment, the ladies of the members always being present.

Gain Knowledge of One's Country.

Our meetings have been held in the various towns of the county in consecutive order. This in itself has had a decided advantage in giving the newspaper men opportunity for a closer acquaintance with each locality and for gaining definite and reliable information respecting its leading interests and pursuits, its manufactories and exploitation of public utilities, its features of general interest which may be recommended for adoption or examination

in their constituencies, and for numerous other manifest consideration.

The summer meetings have afforded an opportunity for the forming of friendships among the members and their families, and I venture to say that a valued cordiality of fellowship now exists in press circles in Halton County that would never have obtained otherwise. Our gatherings of a social character have invariably been delightful, and the fact that nearly every member attends these meetings accompanied by his wife or sweetheart every year, is evidence of the pleasure derived and the friendships perpetuated.

Perhaps an outline of the programme of the March and August meetings of our association the present year will afford the best idea of the practical value and congenial experiences of a county press association.

The Winter Business Meeting.

The winter meeting was held in March at Burlington, the home town of the secretary, Mr. E. A. Harris, of the *Gazette*. The sessions were held in the audience room of the fine Public Library of the town. The forenoon was devoted to general business, the allocation of municipal printing and advertising and the election of officers. At noon the members were invited to be the guests of His Worship, Reeve Smith, at dinner at the Queen's hotel. The afternoon was very profitably filled in by Mr. John M. Imrie, Toronto, the present secretary of the Canadian Press Association, in his practical presentation of the costs accounting system prepared under the direction of the C. P. A., who very kindly accepted an invitation to be present. Through his illustrated address at this county press gathering, all our members were put in possession personally of the valuable information embodied in this system. No such general instruction could have been obtained by our county press men under other conditions.

The Summer Social Outing.

On Friday, 25th August, at the invitation of our president, A. S. Forster, of the *Star,* we assembled at Oakville for our summer meeting. At the railway depot the members of our party were met by leading citizens with their motor cars, which we were very cordially invited to take possession of for the day. We were first driven through the streets and avenues of this pretty lakeside town, and then out to the new Appleby School for boys, in course of construction on the lake shore, west of the town. After a tour of inspection of these fine modern premises and their appointments, we embarked for a trip to Grimsby and the peach orchards. En route we called at the fine farm of Mr. E. P. Osler, on the Lake Shore road, viewed his first-prize thoroughbred stock, and his apple orchard of sixty-five acres, the crop of which he had sold the day before for $4,475 on the trees. Proceeding on our journey we called at the Burlington Country Club, thence drove along the picturesque Beach Road to Stoney Creek, and on through the splendid peach, plum and pear orchards of Fruitland, Winona and Grimsby. After an exhiliarating drive of fifty miles we reached Grimsby Beach at noon. Dinner awaited us at the Lakeview House, the menu of which was thoroughly enjoyed after the long drive. Suitable after-dinner speeches followed, the guests of the association, Messrs. M. O. Hammond, of the *Globe*; Robt. Matheson, Toronto, an ex-president of the C. P. A.; Principal Denyes of the Oakville High School and J. A. Livingstone, of the Grimsby *Independent,* being especially trite and interesting in their addresses. After dinner the company was guided by Mr. Livingstone through the peach orchards, where the luscious sun-kissed peaches were lavishly supplied and manifestly enjoyed by all. Calls were also made at the canning factories and preserving establishments at Grimsby and Winona, and all the methods of handling fresh and preserved fruits inspected. At Winona, E. D. Smith, the fruit king, Mrs. Smith and their son and daughter, entertained our party at their palatial residence. On the homeward journey we visited the battlefield at Stoney Creek and examined the many relics in the military museum there. Just in the gloaming we reached Oakville, said our adieus to our worthy president and his fellow-citizens who had so materially enhanced the pleasures of the day's outing, and took our respective trains for home. This, it will be granted, formed a delightful programme for the summer meeting of 1911.

A Simple Constitution.

The constitution and by-laws of a county association are all the better for being brief and simple, while still practical and adequate. Those of the Canadian Press Association may thus be characterized and are of such a model that any county or district association may readily adapt from them—as our association has done—all the vital features necessary for successful guidance in the conduct and control of the business arising at the sessions and the general regulation of the affairs of the local association. It is desirable and is recommended that all county or district organizations be affiliated with the Canadian Press Association, and, this course being followed, it will be fitting that their constitution and by-laws be framed consistent with those of the parent body as far as possible.

It may be of interest to those who may contemplate the forming of county associations to know that the proprietor of every newspaper published in the county is a member of Halton Press Association, and the foremen of the various offices are also being encouraged to become members.

Hard on Canadian Newspapers

One of the English Methodist divines who visited Canada on the occasion of the Ecumenical Conference, has this to say of the Canadian press: "I cannot say I like the arrangements of your Canadian dailies, with their inextricable mix up of news and advertisements. You scarcely know, when you begin a paragraph, whether you are reading news or some 'puff' of a trader or professional man, and if you want only news when reading, you have to search for it. Then again the overwhelming amount of space given to 'sport,' and all belonging to it, is appalling. If this is a reflex of what is uppermost in the minds of the people, and what they like and desire, that is if the papers are catering for what is most popular and what is demanded, then the population is indeed to be pitied. The same thing applies even more so, I believe, to the 'dailies' (with a few honorable exceptions) of the States."

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EDITOR AND MANAGER - - - JOHN M. IMRIE

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Our Programme for 1912

THE editors of *Printer and Publisher* have been busying themselves of late in preparing a programme of special features to appear during 1912, which, it is hoped, will make the new volume the most valuable yet issued. Beginning with the January number, several important articles will be published, the work of leaders of thought among Canadian printers and publishers. It is unfortunately impossible to enumerate all the good things to be provided during the coming year, as several of the men who have been invited to contribute have not yet signified their intention to do so. But we can give particulars of a few of the features already arranged for.

An important series to begin with the January number will embrace a string of illustrated articles descriptive of new printing plants in Canada. Of late there have been several new buildings erected and equipped that are worthy of attention, and contain features of interest to all printers. The series will be varied as far as possible, so that newspaper and jobbing printing plants will alternate. Starting with the fine little plant of the Simcoe *Reformer,* we will take up the *Gazette* office in Montreal in February, the Port Arthur *News* in March, Evans & Hastings, Vancouver, in April, the Moose Jaw *Times*' plant in May, and so on. To those contemplating building the series will prove of special value.

Arrangements have been made for a helpful series of illustrated articles on typography, which will include monthly inserts giving examples of artistic work. This is an important feature of the work of a printing trade journal, and we believe that the new series will be more useful than anything we have hitherto attempted. We have also arranged for a number of practical articles bearing directly on the work of the compositor and his relation with the foreman and employing printer. The first of these, "Let the Compositor Suggest," appears in the present number. It is by C. W. Dunnett, whose name is familiar to *Printer and Publisher* readers.

H. P. Moore, of Acton, one of the most successful publishers in Canada, has prepared an article on "The Value of County Press Associations," which appears this month. In it he shows why every county in Canada should have a local organization, because of the benefits it confers.

Attention will be directed to the selling end of the job printers' business, to the system of the newspaper office, to the cost system, and many other practical phases of work. And, as usual, there will be the personal sketches of men prominent in the trade, which always seem so necessary.

A Foolish Policy

THERE is a new game called "Tickle the Editor." You take an ordinary sheet of writing paper, on which you pen a few lines suitable for the occasion. Next you fold it carefully, enclosing in the fold a check or a post office order sufficiently large to pay all arrearages and a year or more in advance, and hand it to the editor. Keep an eye on him, and if a smile adorns his face, the trick works fine. It can also be played by mail. Now is the time to play the joke.—*Exchange.*

A man that was afraid of thunder crawled into a hollow log as a place of safety, during a thunder storm. The thunder rolled and the rain poured down in torrents, and the log began to swell up until the poor fellow was wedged in so tight that he could not get out. All his past sins began passing before him. Suddenly he remembered he hadn't paid his newspaper subscription and felt so small that he was able to back right out.—*Exchange.*

These bits of cheap wit have been appearing lately in a number of Canadian papers. Their ostensible object is doubtless to induce the public to pay up their newspaper subscriptions. Let any sane man ask himself, however, how this much desired object can be gained in such a puerile way? Newspaper publishing is a business—not a joke—and the sooner it is taken seriously the better for the publisher. We have had far too much jesting on the subject of newspaper subscriptions. If the man who runs a paper is going to continue to let the public imagine that the payment of a subscription is so rare as to be an event of importance in the life of the office, then

he has only himself to blame if the public persists in taking this view of the case, and deciding that he can do without the money.

The Ad. Club Movement

THANKS to the energy of the Toronto Ad. Club, five local clubs have been formed in leading Ontario towns. The movement is significant and printers and newspapers publishers should be the first to welcome it. Any steps that may be taken to render advertising more efficient, to improve its quality and to direct it along advantageous lines, are surely to the advantage of the printing craft, for only through the medium of the press can the greatest effects be achieved.

It would be well worth the while of publishers in other towns to consider the advisability of getting local clubs going. The movement would be an incentive to all concerned, educating the merchants to the value of advertising, the local authorities to the need of municipal publicity and printers themselves to the importance of studying and understanding an important subject.

Meanwhile the clubs already formed will have a bearing on general advertising conditions throughout Canada and in this way will prove of direct advantage to every printer in the country.

The U.T.A. Proposal

THE proposal for the organization of the Canadian printing trade that is made by the United Typothetae of America through its president, J. Stearns Cushing, deserves the careful consideration of every Canadian job printer—particularly of those who are now members of a Printers' Board of Trade or a Master Printers' Association.

Three courses are open to Canadian printers. The first—and the easiest, but least progressive and honorable—is to allow the present state of organization to continue; the second is to accept the proposal of the United Typothetae of America; the third is to organize on broad lines a purely national body of master printers with the now organized Boards of Trade and Master Printers' Associations as a nucleus.

Every Printers' Board of Trade and Master Printers' Association in Canada should give immediate consideration to these three courses and place on record its attitude toward each. Some will favor organization by the United Typothetae of America; others, the organization of a purely national body. *Printer and Publisher* sincerely hopes that all will favor one of these two courses and thus show the progressive and co-operative spirit that alone can lead to a permanent improvement in conditions.

Status of Boards of Trade

SEVERAL printers with whom *Printer and Publisher* has discussed the question of a federal organization have enquired as to the status in such a body of the now organized Printers' Boards of Trade. Would the federal organization operate along Board of Trade lines? Would the organization of a federal body mean the disbanding of the Printers' Boards of Trade? These are typical questions asked by non-Board and Board printers respectively.

The federal organization that will appeal to a majority of the job printers of Canada must be along the broad lines of co-operative educational work. Educational work is one of the main features of Board of Trade work, so it is reasonable to suppose that in order to bring about a federal organization the various Printers' Boards of Trade throughout Canada would be willing to become nuclei of local branches of the federal body. This would not necessarily mean the abandonment of the principle of price control; the members of each local branch of the federal body who favor price control could be a separate organization within the larger body. They would elect their own officers and pay an additional fee for the Board of Trade service. For obvious reasons the manager of the Board and the Secretary or manager of the local branch of the federal organization would be the same person.

At first thought this arrangement may not appear feasible, but conclusive proof of its feasibility lies in the fact that it is now working satisfactorily in many cities in the United States.

Editorial Notes

The Canadian Branch of the Institute of Journalists has issued an illustrated booklet giving an account of its aims and work. This has evidently been done to interest new members. It might be well worth the while of the officers of the Branch to secure the support of the various press clubs throughout Canada by affiliation or otherwise.

* * *

The St. John *Globe* has been celebrating its golden jubilee and what makes the occasion all the more interesting is the fact that Senator Ellis who was editor in 1851 is still at the helm in 1911. This seems to be a unique distinction and Mr. Ellis is to be heartily congratulated on his long and unbroken connection with what has become one of the most representative of Canadian dailies. A word of approval should also be bestowed on the excellent special number of the *Globe* issued to mark the occasion.

WHAT THE PRINTERS' BOARDS OF TRADE ARE DOING

The Toronto Board.

One of the best attended and most interesting dinners ever held by our organization was that given on Monday evening, December 18, at which Elbert Hubbard, of East Aurora, New York, spoke on "Big Business." Mr. Hubbard was, as usual, both interesting and entertaining, and held the attention of the audience throughout his discourse. Although the subject was "Big Business," Mr. Hubbard touched on almost everything else under the sun in his inimitable way, and after listening to him one can readily understand why his publications are so widely read. A short talk by Mayor Geary, and a witty introduction by the president, Mr. Atwell Fleming, were the only other features of the evening.

It is certainly encouraging to the organization that our dinners this year have been so well attended by such representative people. It certainly shows that the movement for education along the lines of cost finding and general instruction in printing matter is growing. This is evidenced by the numerous cost congresses which have been held during this fall in the United States. They number some seven or eight, covering territory from the Atlantic to the Mississippi, and in the case of one—that of the New England Cost Congress—having an attendance of over eight hundred.

These meeting would not have been possible ten years ago, perhaps five years ago. The ordinary printer has been a very conservative man to say the least, but, he is slowly but surely awakening to the fact that he has been behind-time in the business world. I believe the time is not far distant when the agitation which is now prevalent will bear substantial results and the printer will come into his own.

It is proposed, and will probably be carried out, that a cost congress for Ontario shall be held in Toronto during the month of February. Such a congress will be of untold benefit to the printers of Toronto and surrounding towns, and will, I trust, be largely attended. Details of this congress will be given elsewhere in this paper.

I wish to emphasize in this column the fact that these offices are open to all printers for advice and consultation, whether they are members of the organization or not, and I shall be only too glad to have any printer call on me, even if it is only a social call. We need to be better acquainted and have closer affiliation. Do not be bashful—come in.

Mr. John M. Imrie and the writer had a very pleasant trip to Buffalo in the early part of December, when we attended a meeting of the Master Printers' Association of that city as their guests. The fact was brought out that over twenty offices in that city had installed the Standard Cost Finding System, with beneficial results.

CHESTER B. AMES, Manager.

The Winnipeg Board.

Interest in the estimating classes still keeps up as evinced by the attendance of thirty-three at the last meeting. A four-page price list was discussed—and a variation of over 100 per cent. in composition from individual members was finally brought to a correct average by the detailed discussion of each page, estimated as follows; 20,000 4-page folders, printed in blue ink from type and line cuts—"Price flyer of Christmas Goods"—folded one fold—size 9⅛ x 12⅛.

Composition 4 pages 21½ hours @ $1.25		$26.88
Lock-up—one 4-page form 1½ hours @ $1.25		1.88
Make ready one 4-page form, 18½ x 24 sheet 4¾ hours @ $1.50		7.13
Total preparation		$35.89
Stock—10 1-5 reams, 24½ x 36½ 60 lb. @ 6c	$36.72	
Profit and handling, 33 1-3 per cent.	12.24	
		$48.96
Ink 5 lbs. @ 75c	$3.75	
Add 20 per cent.	.75	
		$4.50
Running 20,000 impressions, 18¼ x 24 sheet 18¾ hours @ at $1.50	$28.13	
Cutting—1 hour @ $1.25	1.25	
Folding—22 hours @ 45c	9.90	
Wrap for delivery—1 2-3 hours @ $1.00	1.66	
Deliver	1.00	
Total production	$95.40	
		$95.40
Total		$121.29

Priced at $131.50.

At the regular Thursday meeting, held December 7th, the question of giving a certificate of attendance at the estimating classes came up, and the manager was ordered to give such members that attended regularly, and undertook an examination at the end of the course, a certificate of attendance, also with their standing in the examination.

I wish to correct an impression that inadvertently crept into this column last month, and that about the price book. The price book to Board members *only* is—first book, $5.00—all subsequent books, $2.50—to all other Board members the price is $5.00 per book. We expect the book will have a large circulation, having already received orders from Regina, Lethbridge, Calgary, etc., in the West, and also from several printers in the States.

The Winnipeg Printers' Board of Trade has rented the entire wall space to be devoted to the printing, publishing and allied arts, in the new Industrial Building, and offer to sub-lease this space

for a term of three years, in convenient sizes, to the printers, publishers, stationers, bookbinders, etc., of this city, for exhibition purposes. By the Winnipeg Printers' Board of Trade taking the bulk lease, a reduction of the rental was secured—the rate quoted individuals being one dollar and fifty cents per foot ($1.50); by leasing in bulk a rate of one dollar and twenty-five cents ($1.25) was secured. No profit inures to the Board in this transaction, the benefit all going to the printers and allied interests, as we are sub-leasing at $1.25 per foot. There is about 750 square feet in this space, of which nearly two-thirds has been taken at the present writing and more being filled every day.

We have to report the addition of two new members this month—The Ruthenian Press to active membership and The Consolidated Stationery Company to associate membership.

ALVIN S. DUNBAR,
Manager.

Regina Board Alive.

The Regina Printers' Board of Trade has been meeting regularly each Monday during the month, and I am pleased to state that perfect harmony prevails amongst the members of the Board.

We are acting in conjunction with various other printers' boards of Trade in Western Canada to secure the appointment of a Government official to be located in Winnipeg to look after the importation of printed matter from the United States. It is our aim to have an inspector appointed at the port of Winnipeg with authority to act anywhere between Port Arthur and the Coast. This is deemed necessary on account of the immense volume of printed matter distributed to American concerns, much of which is no doubt thrown into competition with Western printers by evading the customs tarriff.

Steady progress has been maintained throughout the month by the board and there is no question as to the advisability of co-operation amongst the different organizations in Western Canada.

HUGH PEAT,
Secy-Treas.

Ottawa Board Still Lives.

In connection with the formation of the Master Printers' Association the information conveyed in last month's item might cause the inference that the original Printers' Board of Trade had been disbanded. This was at first the intention, but it was thought that the two associations could well exist without any friction and that the one would practically be considered a branch of the other. It has, therefore, been decided to retain the old association known as the Board of Trade and also to encourage the interest in the new association.

The objects of the Master Printers' Association are:—To cultivate a true fraternal spirit among its members; to encourage a high standard of proficiency in the printing industry and promote its best interests in Ottawa; to collect and collate for the benefit of its members information as to the best methods of conducting the various branches of the printing and binding industries and allied trades from the standpoint of business ethics; to instruct members as to the most improved method of compiling estimates so that all may be based upon the same quality of stock and material and class of work, thereby assuring an equitable competition and a fair remuneration for all work done and material furnished so that the interests of the association and members, also the customers, may be protected against mistakes and overcharges. All of the local printers are members of this educational association. A list of prices for standard work is being prepared subject to the approval of the committee on this branch of the work. The one object of the Association is the education of its members to the value of printing and consequently the conduct of a similar education by the printers themselves for the public.

Montreal Printers' Board of Trade.

The fourth annual business meeting of the Montreal Printers' Board of Trade was held at headquarters Thursday afternoon, December 21, with the full membership. The annual report was most satisfactory to the executive committee, and in fact, the entire membership.

The officers elected for the ensuing year are as follows:—President, Chas. S. J. Phillips; vice-president, J. B. Lapointe; treasurer, Joseph Fortier; directors, E. Daoust, C. R. Corneil, John R. Marshall, Travice A. Tod, Wiliam A. Desbarats.

The annual banquet of the organization will be held the early part of February next. The chair appointed the following as a banquet committee:—C. Howard Smith, chairman, Wm. H. Sears, B. G. Ransom, C. C. Ronalds, C. de W. Reid, E. H. Phillips, John R. Marshall, A. A. Hodgson.

The Board has distributed to each member of the organization a copy of the tenth edition, "Employing Printers' Price List for Job Printing and Binding," by David Ramaley, of St. Paul, Minn. The scale of prices given in this book are of a large range, and should be of great assistance to salesmen not conversant with the details of our trade.

Arrangements are being made to hold a convention and cost congress of master printers from the States of New York, Pennsylvania, New Jersey, Delaware, Maryland and the District of Columbia, in Philadelphia, January 16 and 17, 1912.

Undoubtedly, this will be a most profitable cost congress, and will be attended by a number of the members of this organization. Heretofore, the cost congresses held have been in the West, quite a distance from our city, but, here we have one only a short distance away, and to my mind, should be attended by a great many employing printers from this province.

CHAS. H. TICE,
Secretary-Manager.

At the meeting of the Winnipeg Ad. Club on December 12, Professor Jackman, of Minneapolis, editor of several papers in Minnesota, addressed the Club and a debate was held on the subject, "That in advertising copy, illustration is of greater value than the text."

In a five days' tour conducted by members of the Toronto Ad. Club, meetings were held at Peterboro', Berlin, Guelph, Galt and Brantford and local clubs were formed in all these places. The immediate object the Toronto Club has in view is to get strong backing to land the Ad. Club Convention for 1913.

Let the Compositor Do Some Suggesting

By C. Dunnet

Superintendent, R. G. McLean's, Toronto

THE object of this article is to get the attention of employing printers and, if possible, inculcate in them a desire to become acquainted with the rank and file, and, in some way, to open the safety valve and liberate some of the surplus energy that is pent up in the craniums of the men who slave at the galleys. There are employers who are saturated with the idea that the composing room is a "sink hole" and the compositors are nothing more than a bunch of "panhandlers." In their minds it is a fixed principle that the type-setter is a being who does not know anything to start with. so why waste time discussing him. This is the kind of thinker it is desired to operate on.

Much has been written of the "intelligent compositor;" more has been heard, but the half has not been told. There are no two of them alike, and it is safe betting that if there were, neither of them would be any good. What has been said of the compositor is nearly true of the printing office. There are very few of them that are just like each other. There are very few of them conducted along exactly the same lines and there is no good reason why they should be.

Are All the Brains Utilized?

Conditions differ, and, as most printers are in business to make money, they must adjust themselves and their equipments to existing conditions. While no two offices are conducted the same way, there are in both a combination of brains and energy, and the question arises in one's mind if all this grey matter is utilized to the fullest extent and in proper proportion one department to the other.

The question of adjustment of plant is a difficult one, and the average master printer may well investigate himself and discover, if possible, if he is qualified for the job singlehanded. If he thinks he is, then the writer has no license to "butt in" with this article; but if he will listen, we have a few ideas to work off on him which may be productive of results if he can be persuaded to "grab" them and put them to use.

Many printing houses conduct their business through the brains of the business office entirely. Some printers are glad to have the assistance of the foreman of the departments in addition to this; but how few there are who ever try to utilize the wisdom of men employed in the different departments? The men who actually *do* the work—the practical work—and not the theoretical end of it.

The Requirements of the Composing Room.

In laying in material of the composing room the boss is often guided in his purchase by the persuasive eloquence of some salesman. He buys from him, regardless of the actual requirements of the plant, some freak type face just out, and which he has seen used on some excellent piece of printing—the class of work that his plant is not adapted for. Or he may be possessed of the "slug and lead" bug. He will buy these very necessary articles by the *ton;* spaces and quads by the ounce, and you could not get ten cents from him to buy a foot of brass rule.

Some proprietors go as far as to allow their foreman to purchase all the composing room material. If the foreman is an experienced man, this is an improvement, and is what we would term running the composing room with the brains of the foreman.

There may be clever and experienced printers at the head of affairs in the business office; men who have worked at the case, the stone, or operated a machine. They may have been expert in all these lines, but they are not now actively engaged in the production of work in the composing room, and therefore do not know the details, or rather the necessities, of the hour in that department. For example, the office may have a very large amount of work of a similar class going through at one time, requiring great quantities of some particular kind of spacing or type. Unless this class of material is purchased at once the office will commence to lose in the extra time taken by the compositors in their work. The foreman may be busy, and neglect to get it. The men may not have complained, perhaps for lack of interest and encouragement, and have been simply "plugging" along. When the time is checked up on this work it seems unreasonably long, and the foreman cannot explain it. The usual conclusion is that the compositors working on the job were not much good any way. Their time had appeared long on other jobs.

The Foreman Not the Only One.

Because a man is the foreman of the composing room, it does not follow that he is the only person about the place that knows the requirements of the room. Individuality is a good feature, and discipline must be maintained; but they can be worked to death. There are oftentimes brighter minds working at the case than at the foreman's desk, or even in the business office. These men, as a rule, have the brains and the ability if only given the opportunity, and it is the purpose of this article to remind employers that they not only are doing an injustice to their help, but they are losing real money every day by neglecting to afford an outlet—a proper outlet—to this storehouse of information.

One has heard employers of labor wax eloquent over the stupidity of their compositors, while at the same time they had men in their employ who have since made a greater success of business ventures than these very employers have done as yet themselves.

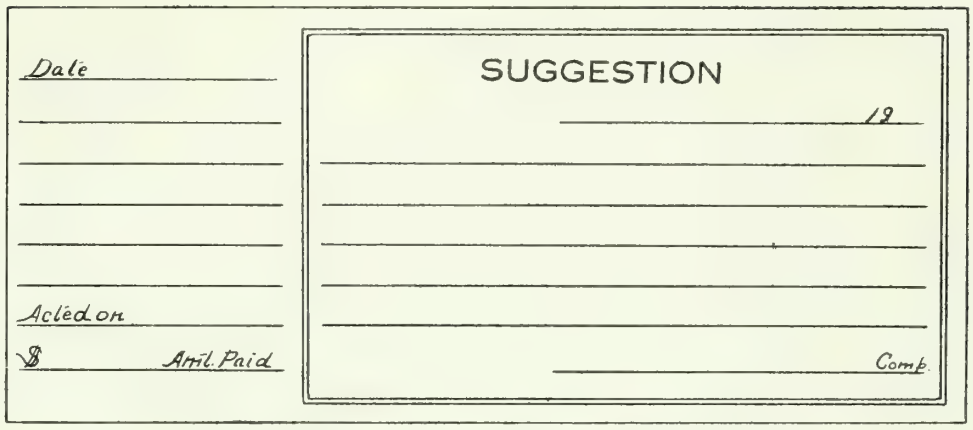
The compositor in the printing office is an artisan who is intellectually much above the average workman. He is trained to think, has read widely and is possessed of a knowledge that is lacking in many men who drift into the business office.

Getting in Touch With Compositors.

The employing printer should get in touch with this live wire and utilize the energy and brains that are possessed by the compositor, and get them to work in such a way as will result in profit to himself as well as help to the men.

It should be the aim of the management to get every member of the staff interested in the business, and by this method it should not be long, if systematically pursued, before the boss will know which of his men are actually interested in the efficiency of the house.

Have a slip printed, similar perhaps to illustration, and bound neatly in books of 100, containing a duplicate or stub, in order that the men may keep a record of what they have suggested. Have one put into the hands of everyone employed about the place, asking each man to use it for any suggestion he may have for improvements that could be made in connection with the business, and which he thinks may result in profit, for indicating a scarcity of material—a continual scarcity; or if he knows some firm who are preparing a catalogue and have not yet thought about the printer; or if he sees anything during his daily work that could be improved upon. He may be a new man and have seen a class of work handled to better advantage in some other office. He has seen some shorter cut—that is, experience—and you are paying for his experience when you engage him to work for you. Give him a chance by this system to let you—who ought to know—know this. There are endless ideas that might be mentioned, but these are sufficient for the purpose of illustration.



A FORM ON WHICH SUGGESTIONS MIGHT BE MADE

Give every human being employed from the devil up to the "cracker-jack" compositor an opportunity of making suggestions. The devil may have ideas—he usually has. Why not let him "spring" them on you? It will train him to think, and if he can make a little money by thinking once he will think again. You will get some funny ones. The joker will be in the deck, but when it is all shuffled out, valuable information will be left, and by keeping all suggestions received, indexed, in a very short time you will know who the men are in your employ who have ideas.

Pay for Useful Suggestions.

Any suggestion that is accepted by the house and acted upon should be paid for liberally, in proportion to its value or the saving such suggestion is regarded to have been to the house.

A firm may be losing business that could be controlled if known. The compositor has his circle of acquaintances, and through them may know of work that will soon be put through. Would it not be good business on his part to let the proprietor know, so that he could look after it?

When a man sends in a suggestion made in good faith treat it with due consideration, even though it be of no practical value. Let him know that you appreciate his concern as to the welfare of the office. Go and discuss it with him, and you will get other ideas from the same source that will be good. All your own ideas are not good. Some of them are decidedly "on the blink," and you know it. Encourage the men to think for you. Sometimes *you* cannot do it right. The combined brains of the composing room when properly drawn out will result in dollars and cents (sense) to you; and these are factors that are needed in the printing business. Treat your men as though they were your partners in business and they will appreciate it. They will swear by you—not at you. This is a business proposition. It has been neglected in the past, and you have been the loser.

The man you may have selected from your staff to be your foreman was one who at some time or other had given you some valuable suggestions and shown an interest in the business other than his salary. If this is not the case it is simply proof of the statement that you cannot always do all your own thinking correctly.

Not a System of Espionage.

To introduce a system of espionage in the office is not the purpose of the writer, but to correct an existing condition which is much more apparent and real in larger offices. In the smaller printing plants the proprietor is usually in constant consultation with his men in each department. In the larger offices the majority of the men are entirely unknown to the boss. But if the boss is alive to his own interests he should know his men—if not all of them, he will at least be interested in knowing those of them who are possessed of ideas, and can be made an earning power to the house.

It may occur to some that these suggestions should be made to the foreman of the composing room. This argument might have weight if the compositor were limited to suggestions regarding the composing room, but anything in connection with printing, and the more efficient and economical production thereof, is in question. This being the case, matters may be discussed that do not directly concern the foreman, and the compositor is therefore under no obligation to take them up with him. And in addition to this if a man working on the floor has ideas, why should he not receive credit for them? We think, therefore, that the proprietor himself is the proper person to handle this information bureau; decide what each suggestion is worth to him, and reward his help commensurate therewith.

An Ad. Club has been started in Berlin, Ont., following the banquet tendered by the members of the Toronto Ad. Club, on Tuesday, December 5

Who's Who in Canadian Weekly Journalism

By W. A. Craick

X—F. E. Cox, of The Outlook, Middleton

SERIOUS-MINDEDNESS is the outstanding characteristic of the present executive head of the Maritime Press Association. He is not one of the fellows who attends conventions for a lark or merely for the sake of being included in the list of those present. What he wants is facts and figures, practical information, rock-bottom details and no joke about it. Taking life seriously is his hobby,—you can see it in his eye and the firm set of his mouth,—and "how's it all going to benefit the Annapolis Valley?" is the question which everlastingly occupies his mind.

The Middleton editor was invited to get up an address to be delivered before the Nova Scotia Press Association a few years ago. So were a number of other gentlemen of the press. The latter, out of the largeness of their wisdom and the broadness of their experience, produced an imposing array of generalities. One of them is even known to have composed his oration in a sleeping car while on route to the place of meeting. But Cox and generalities are not intimately acquainted. He wanted concrete ideas and to get them he was ready to expend time, stationery, postage stamps and a not inconsiderable quantity of patience. His subject was how to increase the revenues of country weeklies. Instead of drawing on his imagination for material, he took the trouble to get out a circular letter, which he forwarded to a number of publishers from Sydney to Yarmouth, asking questions on points of policy and practice, about which he desired enlightenment. Result,—a paper bristling with facts, stamped with the seal of truth and of genuine value to the convention—a concrete illustration of the working of the Cox mind and its bias towards the serious side of things.



"Taking life seriously is his hobby."

A solid matter-of-fact individual like President Cox may lack points of brilliance on which illuminating paragraphs might be hung. His steady-going progress may admit of no lapses over which one could grow merry. His character may be free from those eccentricities which provide an unfailing source of biographical interest. But the solid worth of the man deserves a word of commendation and now during the term of his presidential year is the time to turn the lime-light upon him.

Mr. Cox comes by his enthusiasm for the beautiful valley that stretches from Annapolis eastward and derives its name from that famous old fortress town, quite naturally, for he was born there. In the little village of Avonport on October 1st, 1866, he first began to take notice. His education was administered in three doses, between each of which he worked off any ill-effects by teaching rural schools. Avonport public school was his first alma mater; next he attended Truro Normal school and finally polished off his educational career at Acadia University, that quaint old seat of learning perched on the hill above Wolfville and looking far out over the Cornwallis Valley to Blomidon and the North Mountain.

At this juncture in the history of the province by the sea, it was taken for granted that every young man with the least touch of ambition in his make-up would hie himself off immediately to the United States. The new bachelor of arts was sorely tempted to go but he had inherited from his father, an old Joe Howe Liberal, who left his party on the Confederation issue and joined the Liberal - Conservatives under Tupper, an intense spirit of Canadian and British loyalty which would not suffer him to emigrate to a foreign country, if it were at all possible to make a living at home. Cox had a hankering after newspaper work and he spent about six months after graduation in doing odd jobs for the Kentville *Western Chronicle*, the Halifax *Morning Chronicle* and the Windsor *Tribune*.

Then it began to be rumored abroad that the little town of Middleton in the very centre of the Annapolis Valley had wakened up to its importance in the system of things and like the baby in the bathtub was crying for,— a newspaper. That was in 1894. The railway across the province from Bridgewater to Middleton had just been completed and the little town was now a junction point. Cox visited Middleton and looked over the ground, went home and slept over it and next day returning pulled off his coat and set to work. On October 12, 1894, the first number of the Middleton *Outlook* came off the press, and the paper has appeared regularly ever since.

The *Outlook* with its laudable motto, "Let us help; not hinder each other," is a blanket sheet of solid proportions, eight columns to the page, four pages to the issue. Its point of differentiation from the average small town weekly may be said to be its consistent advocacy of a policy,—not a political policy, but the kind that rises above party politics. Most weeklies, as everybody knows, feel quite comfortable and content if they provide their readers with a modicum of local news each issue. Few of them advocate measures and policies with any degree of continuity. The *Outlook* reflects the editorial mind, when it aims to boost the Annapolis Valley. This is its great mission and to it, it is unswervingly

loyal. "How can the Development of the Annapolis Valley be best Promoted?" is the question that constantly calls for a solution.

Mr. Cox never misses an opportunity to interview men of ideas on his pet theme. When T. J. Drummond, of Montreal, drops into Middleton to see some mining properties, the local editor gets after him and makes him talk. In this respect he shows an ingenuity and energy that might well become the city editor of a metropolitan daily. It is the sort of thing that one rarely encounters in a country weekly nowadays and when Mr. Cox can produce thirty such interviews with prominent Canadians in the space of a year, it shows what can be done. The influence of these published interviews must surely have an important bearing on the progress of the Valley.

A graduate of such an institution as Acadia must needs retain in his heart a lasting interest in the cause of education. Mr. Cox is no exception. When he heard that Sir William C. Macdonald was about to establish a consolidated school in Nova Scotia, he led in the campaign to secure the school for Middleton. Thanks largely to his efforts, the school was located there and for several years he served on the board. At the same time his devotion to Acadia has not waned and he is to-day a member of its board of governors and president of its alumni association.

The editor of the *Outlook* has pronounced views on such questions as industrial development and railway improvement and what is better he does not hesitate to promulgate them. The same vein of seriousness which threads all his work, shows here as well and he does not advocate policies either to air his cleverness or just for the fun of it. He is a Sunday school worker and a temperance advocate, and when he wants relaxation he goes in for shooting or gardening. Regarded highly by his journalistic confreres throughout the Maritime provinces, he well deserves the honor they have conferred on him, for no member of the Maritime Association has been more regular in attendance at conventions or more zealous in his support of the organization.

A Newspaper Candidate

In a provincial election generally characterized by the apathy of the electorate, the contest in Temiskaming was fought out with great energy and heat. A. W. Roebuck, the Liberal candidate, is editor of the *Temiskaming Herald*, New Liskeard. His opponent was the former member for the constituency, R. S. Shillington. Local issues crept into the campaign that rendered the fight of great interest to the people of that section of New Ontario.

From the newspaperman's point of view, the remarkable feature of the contest was the excellent use Mr. Roebuck made of printers' ink. His organization bought up space liberally in the Cobalt *Nugget*, the only daily in the riding, and the candidate wrote stirring appeals to the electorate. These were set up in attractive form and were widely read. Their influence on the result was apparent and while Mr Roebuck did not win, he succeeded in reducing Mr Shillington's previous majority considerably.

Mr. Roebuck was for five years connected with the Toronto *Star* and came to New Liskeard in 1905 to take charge of the *Herald* temporarily, during the illness of his brother, the editor. The illness proved fatal and the result has been that he has remained ever since an active force in journalistic circles in the North.



ARTHUR W. ROEBUCK
Editor of the Temiskaming "Herald"

Partners in Publishing

By David Williams

The two young men whose portraits appear herewith have been running the Miniota *Herald* since April, 1910. Before that, the paper had passed through various hands, ownership changing almost once a year. Messrs. Bourns and Warrener have put new life into the management and news department, with the result that the subscription list has been doubled, while the advertising space has made a corresponding advance. The plant has recently been improved by the addition of a gasoline engine and much new type, while it is the intention of the firm to add a cylinder press for the newspaper at an early date. The town of Miniota is situated in the midst of a splendid agricultural district and offers a fine field for a pushing journal.



W. A. BOURNS F. H. WARRENER
Publishers of the "Herald," Miniota, Man.

More Light on Circulation Contests

Detailed Experiences of Two Papers

SINCE the article on circulation contests appeared in the December number further information of a supplementary character has been received which will serve to elucidate the subject still further. Space is freely given to a discussion of the merits of voting contests, because this means of building up circulation is very much in the foreground at present. Canadian papers from Atlantic to Pacific are either holding contests or considering the advisability of holding them and there is a general desire for information of a reliable character. In asking publishers to tell their experiences, *Printer and Publisher* is endeavoring to serve its readers in a way that will be useful, because authoritative. Each instance cited, either in the December number or the present issue, is an actual experience of some publisher.

A Daily in a Growing Town.

The publisher of a daily in a progressive town in Eastern Canada contributes the following interesting account of the holding of two voting contests, with a comment on the proper way of managing them. At his request, the name of the paper is withheld for obvious reasons.

"We consider that our attempts along this line have demonstrated that newspaper voting contests are a success as circulation gainers. We started our paper a few years ago, with a small circulation of about 300 copies. Local interest in our new daily brought us perhaps a hundred new subscribers in the first two months, and a campaign of circularizing brought in another 300. But this took the cream off the field so far as these methods were concerned, and unless we engaged agents for a house to house canvas we were about at the end of our rope, except of course as our news boy, and news stand sales might be judiciously increased. But we wanted a good-sized paid in advance circulation as quickly as possible that we might start a vigorous campaign for advertising business.

"We started a contest running over four months. The contest cost us $2,000, and we put on 1,500 paid in advance subscriptions, the greater portion of which were for a full year. This brought us in $7,500, which left net $5,500 for which we had to supply the paper to 1,500 subscribers for a year. As many newspapers are glad to get from $1 to $3 a year for subscriptions we considered that we were well off. But the big advantage was that we had with our previous list and street sales a circulation of 2,500 copies daily and we had only been going six months. It helped us tremendously with our advertising.

"When time came for renewals we were able to hold two-thirds of the subscriptions or 1,000 out of the 1,500. Other increases in subscriptions kept up our circulation to the 2,500 mark.

"The next year we did not put on a contest, but in the spring of 1911 announced another contest. We tried an innovation in this contest, reducing the rate from $5 to $3 per year as an inducement to subscribe. It was not a fear of not being able to get a goodly number of subscriptions which led us to make this move, but was wholly determined by the fact that local business conditions were not over bright and we felt that it would be a good thing to get as large a circulation as possible and give the people a more favorable rate.

"In the last contest we secured a few over 2,000 subscriptions, which brought us in $6,000. The contest cost $2,000 in cash and about $500 in advertising. We had $4,000 net and had to supply the paper to 2,000 subscribers for a year. There is not a great deal of money in that but it gave us a fine circulation for our advertising patrons and our advertising patronage has increased steadily.

"We secured sufficient new business to warrant another contest in the near future, but will not put one on from the fact that we think it best not to bother the public with contests too often. We do not want to make our subscribers sick of the contest idea. Once in two years is quite often enough for subscription contests. The prizes we have offered have been trips, to nine young ladies the first time, and 14 the second. We think that trips are far more attractive than pianos, automobiles and the like, unless in a large city where a great list of prizes can be offered.

We do not approve of having paid agents or regular circulation workers handle contests for a newspaper. We believe that it is best to handle the contest direct from the office with the regular circulation staff, and perhaps an additional clerk or two to help in the work. The regular staff knows the conditions, is acquainted with the subscription lists, can take care of renewals with few mistakes, and strives to maintain a better feeling all round. The writer has been with several other newspapers during contests and has seen the working out of the idea by both the paper's own staff and by contest concerns who do nothing else but put on contests for newspapers. Such concerns do not have to go back to the same place twice, do not in many cases care what kind of promises they make so long as they get the business, and like special advertising agents generally leave so many sore spots that it takes years to smooth them over.

"Then a special contest concern exacts from 25 to 50 per cent. of the proceeds and there is nothing much left for the newspaper. The local circulation staff of a newspaper that cannot manage its own contest is not worth having about. Perhaps a little additional help may be needed for clerical work, but that is all and greater care is exercised to make no ill feelings. Then the people have more confidence that the local staff whom they know will conduct the contest more honestly to all concerned then will strangers. It pays to run your own contest and you know what you are doing all the time. You can make any changes that are advisable as brought about by new conditions arising, and keep your contestants satisfied. True the contest concerns who do nothing else bring in some new ideas but the up-to-date newspaper man if he takes a month off each year can get all the new ideas he can use in any newspaper contest, and when he runs it himself he knows all that is going on and that counts a lot in after effects."

In Combination With a Store.

Reference was made in the December issue to the combination method adopted by some western papers by which they enter into an arrangement with a local store for a combined contest. The publisher of the *Weekly Perdue Witness,* H. B. Kirby, tells how his paper has worked this scheme.

"This contest is conducted by our paper and a local dealer. Every dollar paid for subscriptions counts 500 votes and every dollar spent at the store counts 100 votes—the idea of the difference is that it is harder to secure a newspaper dollar than a merchandise dollar. The candidate having in a certain time the largest number of combined votes secures a free piano, the second highest takes a due bill valued at $260 which when accompanied by $90 cash entitles the holder to a $350 piano, the third highest secures a due bill for $250 and so on.

"The general store dealer pays $350 to the Krause Piano Company for the free piano and the due bills on four others together with all literature and directions.

"The newspaper handles the advertising of the scheme and for its share pays to the general store dealer 30 cents out of each subscription dollar taken for which votes are desired, thus paying back to the dealer the $350 paid for the free piano and really charging 70 cents for the paper for a year.

"We have increased our circulation in two months by around 400, it now being close to 800. To keep the candidates interested during the life of the contest we offer special prizes each month, consisting of silverware, etc.

"This contest has paid this paper. We secured subscribers right in the district who would not have been so, simply through indifference or a feeling of "to-morrow will do" and all the time this paper was on the safe side financially, being under no obligation whatever to make up the $350—simply 30 cents on each dollar. We were able to collect several old accounts by allowing candidates the votes at the rate of 500 for each dollar."

A Newspaper's Golden Jubilee

By James B. Dewer

A distinction which is unique in Canadian journalistic circles was noted in St. John in December when the *Globe* published a fifty-page paper to commemorate the fiftieth anniversary of the editorship of Senator John V. Ellis, and hearty congratulations were bestowed upon the genial newspaperman by his many friends throughout the city, and in fact from all parts of Canada, for congratulatory messages came from even as far as the Pacific coast. The special issue of the paper was received with commendation and marked an epoch in the history of journalism in New Brunswick, besides furnishing an excellent commentary on the progress of the fourth estate in St. John during the last half century.

The *Globe* has actually been in existence for fifty-three years, but the first three had nothing to do with the present management, which came into control in 1861 when Mr. Ellis became editor and manager. It came first to the public as a morning daily in 1858, edited by Ross Woodrow, but three years later it became known as the first evening daily in Canada. It will thus be seen that Senator Ellis has served as editor of the same paper for fifty years, a record not equalled probably by any other editor in Canada or possibly on the continent.

It is interesting to observe in regard to the early issues, that they were of four pages, each twenty-one inches in length with a width of six columns and every line of type was laboriously set up by hand, and the printing done on an old-fashioned power press. Mr. Ellis had as a partner in his early career Christopher Armstrong, and together they made the *Globe* a newspaper, and established a telegraphic



SENATOR JOHN V. ELLIS

For 50 years Editor of the St. John "Globe"

service, no easy feat in those days. The hundred or more words from the outside world at that time were far more difficult to secure than the thousands which are now flashed by the A. P. or the Canadian Press every day and night.

In the half century which has rolled by many changes have taken place in newspaper fields in this province, and in the career of the *Globe.* In 1877, Mr. Armstrong died, and Richard O'Brien, who had been in the employ of the paper for some time, became a partner as did T. N. Robertson, who died in 1894. With Senator Ellis president, R. O'Brien, managing director, and F. B. Ellis, secretary, the business was incorporated in 1896, and became known as the St. John *Globe* Publishing Co., Limited.

There are, with the Globe staff to-day, several members who have been in the employ of the company for many years and they are known as "Globemakers." W. C. Jordan has been in charge of the business office since 1894, Ald. W. E. Codner, of the reportorial staff, has been there since 1875, Wm. Lawson has been in the job department since 1877, and J. S. Clarke has been superintendent of the printing office since 1868. There are others who, for more than twenty years, have been in the service of the *Globe.*

Different presentations marked the fiftieth anniversary of the Senator's editorship from members of various societies in which he has been actively interested during his career, and from the members of his staff at present, while he received messages of congratulation from many of his colleagues in parliament as well as from others in the profession throughout Canada, with all of whom he is deservedly popular as well as with those in public as well.

NEWS OF PRESS ASSOCIATION WORK.

The Advertising Advertising Campaign

When the Canadian Press Association announced its campaign to advertise advertising many were dubious as to whether the number of publishers willing to co-operate in it would be sufficient to ensure success. There is no longer room for doubt on that score. Already 85 daily newspapers have agreed to give the 20,000 lines each for which request was made and it is altogether likely that when the campaign commences this number will be increased to at least 100. Those who have already signed the contracts for space are:—

ONTARIO.
Belleville Intelligencer.
Belleville Ontario.
Berlin News-Record.
Berlin Telegraph.
Brantford Courier.
Brantford Expositor.
Brockville Recorder.
Brockville Times.
Chatham News.
Chatham Planet.
Cobalt Nugget.
Fort William Herald.
Fort William Times-Journal.
Galt Reformer.
Galt Reporter.
Guelph Mercury.
Guelph Herald.
Hamilton Herald.
Hamilton Spectator.
Hamilton Times.
Ingersoll Chronicle.
Kingston British Whig.
Kingston Standard.
Lindsay Post.
Lindsay Warder.
London Advertiser.
London Free Press.
Niagara Free Press.
Niagara Falls Record.
Ottawa Citizen.
Ottawa Free Press.
Ottawa Journal.
Peterborough Examiner.
Peterborough Review.
Port Arthur Chronicle.
Port Arthur News.
St. Catharines Journal.
St. Catharines Standard.
St. Thomas Journal.
St. Thomas Times.
Sarnia Observer.
Stratford Beacon.
Stratford Herald.
Toronto Globe.
Toronto Mail and Empire.
Toronto News.
Toronto Star.
Toronto Telegram.
Toronto World.
Windsor Record.
Woodstock Express.
Woodstock Sentinel Review.

QUEBEC.
Montreal Herald.
Montreal La Patrie.
Quebec Telegraph.
Sherbrooke Record.

NEW BRUNSWICK.
Fredericton Gleaner.
Moncton Times.
Moncton Transcript.
St. John Telegraph-Sun.

NOVA SCOTIA.
Amherst News.
Halifax Chronicle.
Sydney Post.
Truro News.

PRINCE EDWARD ISLAND.
Charlottetown Examiner.

MANITOBA.
Brandon Sun.
Portage la Prairie Graphic.
Portage la Prairie Review.
Winnipeg Telegram.
Winnipeg Tribune.

SASKATCHEWAN.
Moose Jaw News.
Moose Jaw Times.
Regina Leader.
Regina Province.
Regina Standard.
Saskatoon Capital.

ALBERTA.
Calgary Herald.
Lethbridge Herald.
Lethbridge News.
Medicine Hat News.

BRITISH COLUMBIA.
Kamloops Inland Sentinel.
Nelson News.
Vancouver News-Advertiser.
Vancouver World.
Victoria Times.

Realizing that this campaign will materially increase the value of advertising *to the advertiser*, the buyers of advertising have shown great interest in it. The first announcement of the campaign evoked a request from the Toronto Ad. Club that the preparation of the copy be entrusted to the 230 advertising men who comprise its membership. This work had been undertaken by the Canadian Association of Advertising Agencies, but arrangements for the co-operation of the Toronto Ad. Club have since been made. All the copy will be furnished by the Club subject to the approval, first, of a committee representing the Canadian Association of Advertising Agencies, and finally of the Advertising Advertising Committee of the Canadian Press Association. Copy produced in this way will undoubtedly be much stronger than if prepared by one copy-writer.

The original intention of the advertising advertising committee was to commence the campaign on January 1, but a delay of a few weeks has since been thought advisable in order that ample time might be given to the preparation of copy. Most of the copy for the first series of 450-line advertisements will go out in plates and mats about the middle of January.

Getting After the Press Agents

The campaign against free publicity that is being waged by the Canadian Press Association is having a splendid moral effect upon many publishers who have hitherto granted the requests of advertising agencies and direct advertisers for the free insertion of matter that should run as paid advertising. The knowledge that the carefully-worded letters that they receive with these articles of alleged "news" value are sent to hundreds of other publishers also, and particularly the knowledge—revealed through this campaign—that some newspapers are *paid* for the insertion of matter that they are asked to run *free*, is showing up the press agent and his work in an altogether new light.

The third free publicity bulletin was issued on December 15, and covered requests from 25 sources as follows:—

MATTER SENT DIRECT.

Steamer "Letitia."—The Robert Reford Co., Limited, requests the free publication of a lengthy description of its new steamer "Letitia." The company that can afford to build the excellent boat that the "Letitia" is claimed to be, can afford to PAY for the advertising of it.

Alma Ladies' College.—"A patron of your advertising columns" is the position of supposed advantage from which the principal of this college solicits the free insertion of a notice relating to the annual board meeting, and very directly referring to the growing patronage and improved equipment of this college. This is how one publisher replied to it: "To-day's mail brought from you a reading notice which you ask to have inserted in 'The Telegraph' for the reason that you are a patron of our advertising columns. The advertisement is worth exactly one dollar and fifty cents. Your patronage amounts to ten cents per week, from which the advertising agent deducts a commission of two and a half cents. So you are asking gratis a service equal to twenty weeks of your patronage. We are glad to know your college is enjoying unwonted prosperity and that your staff is doing most satisfactory work, but we are not publishing 'The Telegraph' for the dissemination of this interesting information."

Christmas Presents for the Old Country.—The National Land, Fruit and Packing Co., of Toronto has evolved "an altogether new way of remembering the old folks at home," and offers the newspapers, without charge, an explanation of it. The "new way" is the sending of a box of Canadian apples—packed, of course, by this company. The National Land, Fruit and Packing Co. can have all the publicity for this "new way" that it desires, on the same terms that are extended to other companies whose products are advertised as particularly suitable for Christmas gifts.

Baths for Farmers.—The Steel Trough and Machine Co., of Tweed, has put out a bath outfit for farmers, and sends a write-up that is very evidently intended to create an interest and sale of, this outfit, and should, therefore, be classed as advertising.

Booming Western Properties.—International Securities Co., Limited, of Winnipeg, has established a News (?) Service Department, and offers a regular Western Canada News Letter to newspapers in Eastern Canada. This company owns, or manages, sub-divisions in Regina, Moose Jaw, Lethbridge, and other Western cities. This fact, and the offer to supply the News Service free, reveal the object of this new department. The International Securities Co., Ltd., can spend the money which this department will cost to much better advantage in a straight-forward advertising campaign.

"Business System Applied to City and Town Development."—This is the title of an article that is offered to Western newspapers by the International Securities Co., Limited, of Winnipeg, and is a decided "boost" for this company.

The Kerr Turbines.—The Kerr Turbine Co., of Wellsville, N.Y., is offering through A. Eugene Michel, of New York, an imitation dispatch regarding recent orders for Kerr Turbines. Unless accompanied by an advertising contract, such dispatches are of no interest to Canadian publishers.

Another From Blackiston.—C. P. Blackiston, the Pittsburg Press Agent, sends a talk on "Perfection in Furring Plates," that, if used as requested, would be very cheap advertising for the Rib-Truss Furring Plate, made by the Berger Manufacturing Co., of Canton, O.

Canadian Government Annuities.—The commercial character of this department of the Government's work, with the fact that it is in competition with private insurance companies, differentiates its bulletins from those of most other departments. These private companies pay the newspapers for advertising their annuities; is it fair to them to run free the advertising of a competitor, even if that competitor is "the people"?

A Boost for Knight Motors.—The Russell Motor Car Co., Ltd., West Toronto, offers a report of the Berlin Automobile Show that is said to be worth publishing because it "gives the first indication of the trend of automobile matters for the coming season." According to the report, the trend is decidedly in favor of the use of Knight motors, the Canadian sale of which is controlled by this company. Hence its desire to secure publicity for the report.

United States Automobile Interests.—Requests for free publicity have been received from the following United States automobile manufacturers: Lozier Motor Co., Olds Motor Co., Packard Motor Car Co., J. I. Case Co., Thomas B. Jeffery Co., and Franklin Manufacturing Co.

International Live Stock Exposition.—Two passes to this exposition at Chicago are offered with about 5 columns of reading matter relating to it. Particularly, as very few publishers who receive the passes will be able to use them, the request is practically for the free publication of matter that should run as paid advertising.

More Flowers for the Publisher.—Brown's Nurseries, Welland County, Ont., offer to send, next spring, 6 roses, 6 shrubs, or 6 fruit trees in exchange for 8 insertions of a reading notice. One publisher replied that inasmuch as his printers refused to take bouquets in lieu of cash, he could not accept this very generous offer.

A Gamble.—A new way of selling real estate has been discovered by Brown & Phillips, of Regina, Sask. They want the newspapers to advertise their offerings on an agreement by which they will receive as payment for the advertising one dollar for each acre that is sold through it. Advertising is not a gamble, and newspapers are not open for the consideration of gambling propositions.

Heirs Wanted.—Charles N. Page, President of the Iowa Seed Co., Des Moines, Ia., asks the newspapers to assist him in his search for descendants of Thomas Page. Any newspaper will gladly give this assistance through its advertising columns, provided Mr. Page "comes across" with the cash.

Help Wanted.—Many individuals and firms—insurance companies in particular—seem to forget that there is in most newspapers a condensed advertisement section in which advertisements for help can be inserted at small cost. Weekly publishers, particularly, are continually being asked to recommend men for local agents. Latest requests along this line are from the Law, Union & Rock Insurance Co., of Montreal, and the Imperial Life Insurance Co., of Toronto.

Professional Services in Exchange for Advertising.—New methods of securing publicity without paying for it, are continually being devised. The latest is proposed by H. B. Wilson & Co., patent solicitors, of Washington, D.C. The publisher is asked to insert a two-inch advertisement in each issue of his paper during 1912, and accept in payment a promissory note with a face value of $10.00 above his regular charge for the space used, but good in exchange for professional services, only. Of course, H. B. Wilson & Co., know from their records that few publishers have occasion to seek professional advice regarding patents. They now know that few Canadian publishers want advertising which involves the peddling of (if any) these notes among their friends before payment can be secured.

Publishers Asking Free Publicity.—Many publishers are requesting the insertion of reading notices relating to Christmas and other numbers. In some cases, subscriptions for 1912 are offered in exchange, and in other cases, there are references to considerations given in the past. Without full information regarding the cases, it is thought advisable to make comment on one only. The New York Herald sends the proof of a 6-inch advertisement regarding its Christmas number, and asks Canadian publishers to write up and publish free an announcement regarding it. The proof is a

good reminder of the fact that some newspapers are being paid for the publicity which others are asked to give free.

MATTER SENT BY ADVERTISING AGENTS.

Gagnier Advertising Service, Toronto.—This agency is most persistent in its efforts to secure free publicity for Canadian Cement Co. One request was reported in the bulletin issued on October 26, and three more requests were made during November. Two of these were for matter relating to reductions in the price of Canada Cement Co's cement, and one for an illustrative description of the way to build a concrete ice house. Judging by the number of these requests that were sent to this office, most newspapers feel that the Canada Cement Co. can well afford to pay for any advertising they wish to do.

A. McKim, Limited, Montreal.—The free publication of a reading notice, covering the annual meeting of the Ontario Ladies' College shareholders, is asked for by this agency.

Cattanach Advertising Agency, Winnipeg.—This agency asks free publicity for an article entitled "New Western Industry" that is splendid advertising copy for a client, H. E. Ledoux Co., Limited, of Winnipeg. Emphasis is placed upon the fact that a contract covering advertising for the firm was sent out a few days previously. The placing of a contract for advertising carries with it no mortgage on a section of the news columns.

J. J. Gibbons, Limited, Toronto.—A complimentary notice in connection with Fry's Cocoa advertising is asked for by this agency.

J. Walter Thompson Co., New York.—Appollinaris Water has been awarded the Grand Prix at the Dresden Exhibition, and this agency (which handles Appollinaris advertising) naturally desires to advertise the award to the readers of Canadian newspapers. This desire is a laudable one, but the free reading notice method by which this agency seeks to accomplish it, is not. The Detroit office of this agency has recently sent out matter (without contracts) for the following automobile firms: Ford Motor Co., Krit Motor Car Co., Warren Motor Car Co., Inter-State Automobile Co., and the manufacturers of the Imperial and Everitt Cars.

Fred C. Williams, New York.—This agency sends an interview with Sir Thomas Lipton's representative in United States, regarding the rise in tea prices. Similar copy is running in some newspapers as paid advertising, and that is how it should be run.

Other C.P.A. News

The applications of 29 publishers for membership in the Canadian Press Association were accepted early in December by a vote of the Executive Committee taken by mail. The new members are:—Frederick E. Dougall, Montreal *Witness;* Frank R. Carrel, Quebec *Telegraph;* Gordon H Southam, Hamilton *Spectator;* J. B. Lake, Powassan *News;* G. F. McKimm, Smith's Falls *Record;* T. C. Lapp, Merrickville *Star-Chronicle;* W. H. Allen, Carleton Place *Herald;* H. C. Jones, Vankleek Hill *Review;* John Craig, Sturgeon Falls *Advertiser;* A. Logan, Wiarton *Echo;* A. H. Smith, Listowel *Banner;* L. B. Duff, Welland *Telegraph;* O. S. Eby, Hespeler *Herald;* C. M. Mundy, Oshawa *Reformer;* Geo. Mason, Prescott *Journal;* J. J. Sidey, Welland *Tribune;* J. E. Dobie, Walkerville *Herald;* B. O. Britton, Gananoque *Reporter;* R. L. Cotton, Charlottetown (P.E.I.) *Examiner;* E. J. Payson, Moncton (N.B.) *Times;* John D. Macdonald, Pictou (N.S.) *Advocate;* Mrs. P. M. Fielding, Windsor (N.S.) *Tribune;* H. B. Anslow, Campbellton (N.B.) *Graphic;* A. R. Brennan, Summerside (P.E.I.) *Journal;* Geo. F. McWilliam, Newcastle (N.B.) *Leader;* Fred E. Cox, Middleton (N.S.) *Outlook;* D. F. McLean, Port Hood (N.S.) *Greetings;* J. L. Stewart, Chatham (N.B.) *World;* J. P. Melaney, Woodstock (N.B.) *Press.*

Arrangements for the annual meeting will be considered by the Executive Committee at a meeting in Toronto on January 8. At the last annual meeting Ottawa was chosen as the place for this year's gathering and it was suggested that it be held in May. There is talk of a trip to Montreal as the outing following the meeting.

The Recognition Committee will hold a meeting early in the New Year—probably on January 8 also. Several applications for recognition await the consideration of this committee.

The secretary met a dozen or more Western Ontario printers at Simcoe on December 1 for tthe purpose of considering the cost of producing job work that is common to all rural offices. A comprehensive "average-cost" list was presented by the secretary and, with some slight changes, approved by the meeting. It is based on the assumption that the average cost of the various units in town and village offices in Ontario is as follows:

COMPOSITION.

By the Hour.—Composition, make-up or lock-up, 72 cents an hour.

By the Thousand Ems.—When there are between 5,000 ems and 10,000 ems of one size and style of type, 80 cents a thousand ems. When there are over 10,000 ems (cost based on machine scale) 60 cents a thousand ems.

Proof-reading and Distribution, are included or taken care of, in the above prices.

PRESSWORK.

Gordon Presswork.—Wash up for special colors, make-ready and running time:—

Sheets 9 x 12 in. or smaller. .60 cents an hour.

Sheets over 9 x 12 in. . . . . 72 cents an hour.

Cylinder Presswork.—Wash up for special colors, make ready, running time, $1.20 an hour.

CUTTING MACHINE.

Time of machine and operator, 60 cents an hour.

COST OF HANDLING STOCK.

The Cost of Handling Stock, unpacking, putting on shelves, storage, insurance, rent, etc.) runs from 10 per cent. to 20 per cent. of the invoice price, according to tthe quantity and quality.

In the *cost* prices shown on the price list submitted, the following percentages were added to the purchase price of stock to cover *cost* of handling it:

On amounts under 50 cents. . . . . 20 per cent.

On amounts between 51 cents and $1.00 15 p.c.

On amounts over $1.00 . . . . . 10 per cent.

This basis and the complete average cost list will be considered by the Executive Committee at its meeting on January 8.

NEWS ITEMS

BRITISH COLUMBIA.

Hans Robsheit, who has been connected with the editorial and circulation staffs of the News-Advertiser, has gone to Spokane. He has become associated with a publicity edition outfit.

L. D. Taylor, publisher of the World, is seeking re-election as mayor of Vancouver for the third term.

J. P. McConnell, editor of the Saturday Sunset, has returned from a trip to New York and Eastern Canada.

The Sun, Vancouver's new morning paper, is expected to make its appearance the first or second week in January.

The Agricultural Journal, of British Columbia, published at Victoria, has made its appearance. Charles Devonshire is the editor.

H. H. Stevens, M.P. for Vancouver, is associated with journalism, publishing the Western Call, a weekly publication in the Terminal City.

Messrs. Sells, of Fleet Street, London, have a large staff of writers in Vancouver, preparing material for a book on this province to be entitled, "British Columbia: Its History, People and Commerce." H. J. Boam is organizing manager and C. H. Powis, editor.

R. E. Gosnell, who for many years has been connected with the publicity department of the provincial government and who is at present preparing statistics relative to Vancouver's industries, was at one time editor of the Port Hope, Ont., Times.

J. P. McConnell, editor of the Saturday Sunset, suffered a severe loss when his stables at Chilliwack, where he has a ranch, were burned. Several prize-winning horses and fourteen valuable dairy cattle were destroyed.

Mr. Keenleyside, formerly in newspaper work at London, Ont., is in the city on his way to California. He, like many others, has made money in real estate, having turned over a profitable subdivision at Regina.

Both the Vancouver Province and Vancouver World will issue holiday editions. The World's will come out at the New Year, and the Province's a couple of weeks later.

Sam Robb, Vancouver's veteran reporter, is now on the editorial staff of the Province.

T. B. Cockburn has assumed the city editorship of the New Westminster News.

The Vancouver Press Club has moved into new quarters at the corner of Richards and Hastings streets, where a whole floor has been secured. The membership is now over 200. The Club is just entering on its second year.

E. A. Paige, for six years editor and manager of the Daily News, New Westminster, has joined J. C. Wood, of North Vancouver in the shoe business.

Nelson journalists have formed a press club with the following officers:—President W. G. Foster; vice-president, Fred C. Moffatt; secretary-treasurer, H. H. Currie; executive, W. F. Roberts and W. B. Farris.

The Vancouver World has been sued for libel by Charles Dickenson. About three months ago the newspaper stated that Dickenson had been tried and found guilty of blackmail. As a matter of fact, he had been acquitted of the charge and the World published an apology for the mistake.

The provincial department of Education has established a publication called the School Magazine. Captain Clive Phillips-Woolley is the editor. The magazine will be issued monthly during the school year and a copy will go to every school in the province.

J. G. Hutchcroft, former editor and manager of the Cariboo Observer, who left for the east some months ago, has resumed charge of the Quesnel paper.

The printing business carried on by T. N. Hibben & Co., Victoria, in connection with their stationery establishment has been sold to Edwards & Haroldson, Seattle, who will locate in Victoria. The Hibben plant was recently damaged by fire.

The Vancouver World announces a Building and Progress Edition, printed on 100 pages of book paper, for issue on January 1.

F. M. Coffee is once more in editorial charge of the Nicola Valley News.

At the annual meeting of the Vancouver Press Club, the following officers were elected: Honorary president, J. S. H. Matson; president, C. L. Gordon; first vice-president, J. E. Norcross; second vice-president, A. P. Garvey; auditors, Messrs. Kenah and Nesbit; trustees, J. P. McConnell, C. L. Gordon, J. E. Norcross, J. T. Hewitt, A. P. Garvey and W. F. Findlay; finance committee, J. E. Norcross (chairman), H. Cowan, C. L. Gordon; house committee, J. T. Hewitt (chairman), A. P. Garvey, T. J. M. McLay, R. H. Hill, C. L. Gordon; entertainment committee, W. F. Findlay (chairman), H. Turner, H. R. Kenyon, C. L. Gordon; membership committee, R. H. Hill (chairman), A. J. H. Frith, H. Turner, C. L. Gordon.

McRae Bros., Limited, stationers, Prince Rupert, have taken over the printing business of Sawle & Warner. Mr. Sawle, it is understood, will go into business at Hazelton, where his brother C. H. Sawle, is now running the Omineca Herald. Mr. Warner continues to work for the new firm.

The Prince Rupert Journal is now a daily, issued in the morning. It has been conducted as a twice-a-week paper for a year and a half.

C. Stackhouse has resigned the editorship of the Ashcroft Journal and has been succeeded by D. W. Rowlands, who is now manager of the paper and job department.

Opportunities Magazine, a monthly publication, established by Fraser Keith, has been taken over by the Metropolitan Press, Ltd., with A. Phelan as editor. Mr. Phelan is an native of Cape Breton, Nova Scotia, and after experiences in Colorado went to Alaska in 1907, and edited a weekly paper in Fairbanks. The Metropolitan Press is branching out, and has taken larger and better quarters at the corner of Hamilton and Helmucken streets, Vancouver. Zach F. Hickman, the president, is an all-round printer, and has superintended large productions in the printing line for 30 years. James H. Murie, the other active partner, was formerly advertising man on the World, and is a hustler. John Ogilvie is the art director. The plant of the Metropolitan Press is well equipped.

ALBERTA.

The Taber Times has been enlarged from a six to a seven column sheet.

The building and plant of Le Courier de L'Ouest Publishing Co., a French weekly newspaper, Edmonton, was destroyed by fire on the morning of November 29. The loss was $20,000, covered by insurance.

J. W. Woods, managing director of the Calgary Herald, was in Montreal early in December, conferring with Brown and Vallance, architects, regarding the new building for the Herald.

The Macleod Advertiser announces that it is now charging a flat rate of twenty cents an inch for display advertising.

The Calgary Herald staff held their first annual banquet on December 23, with managing editor, J. H. Woods, in the chair and about sixty present. An excellent musical programme was provided.

The Hudson's Bay Herald has been established at Le Pas, N.W.T., by A. H. de Tremaudan, who will act as editor and manager.

The Missionary Society of the Methodist Church is reported to be about to establish a newspaper in the Ruthenian language to be circulated among the foreigners of Northern Alberta and Saskatchewan. The purpose is to give information with regard to the movements that are going on in Canada. It will be published fortnightly and will be edited by the Rev. C. H. Johnson.

Brilliant in a red cover and overflowing with material about its home town, the News, of Red Deer, made its appearance on November 22 as a Special Progress Number. For the purpose it adopted the illustrated weekly size of sheet and, putting in fine paper, succeeded in producing quite a handsome number, which should do much to advertise Red Deer. The usual array of descriptive articles about the town, its industries and business houses was to be found inside the red covers.

SASKATCHEWAN.

The publishers of western dailies held a meeting in Regina last week to reorganize the Western Associated Press.

The Saskatoon Capital announces that it will supply designs and cuts for use in advertisements in its columns, without expense to advertisers.

The libel suits of Hastings and Davies against Donald C. Dunbar, editor of the Estevan Mercury, have been decided, Hastings being awarded $5 and Davies $1 damages. The actions arose out of comment on the proceedings of the town council during 1910, when the plaintiffs were members. The question of costs has yet to be determined. The plaintiffs claimed $10,000 damages.

The Saskatchewan Gazette has published a notice that the Saskatchewan Courier Publishing Company, Limited, will be struck off the roll of companies and its business wound up. The paper is published at Regina and its chief stockholders are: Hon. I. A. Calder, P. M. Bredt and Mr. Eisenheit. Mr. Bredt, when interviewed by the Standard, stated that there was no intention of closing out the company. He thought the government notice was posted as a result of the failure of the company to make returns.

The Francis Free Press has been purchased by F. C. Hayman. J. S. Brundige, who has been connected with the Free Press since its inception, has gone into the real estate business.

D. C. Dunbar, editor of the Esteven Mercury, is thinking of selling his property in Esteven and going to Alberta to reside, probably in Edmonton.

Mrs. E. E. Hawkes, who has published the Broadview Express for a number of years, has disposed of the business to her son, G. V. Hawkes, formerly publisher of a newspaper at Earl Grey.

Fred Whiskin has acquired full control of the Cupar Herald.

The Sutherland Press has been started by H. C. Garner, a former member of the Govan Mail staff.

Saskatoon Typographical Union No. 663, held their first annual banquet in the Hotel Baldwin on December 2. It was a most successful affair and was attended by many leading citizens of Saskatoon from the mayor down.

The Saskatoon Phoenix issued a stupendous harvest number on December 14, running to 96 pages. This mammoth publication contained a vast amount of interesting material, but its bulk was made up principally of large write ups of Western banks and business concerns.

The Hawarden Pioneer office was destroyed in a fire that damaged the business section of the town on Dec. 12.

MANITOBA.

R. H. McNeil, formerly of the press gallery, Ottawa, has been appointed secretary to John Armstrong, chief engineer of the Hudson Bay Railway, with headquarters in Winnipeg.

The Winnipeg Telegram has started a sixth Pony Contest, offering four ponies for competition among the boys and girls of the western provinces. Voting closes January 31st.

After fourteen years as editor, George King has retired from the Dauphin Press and will take up his residence at the coast.

The Stonewall Gazette has been enlarged to double its former size. It is now an eight-page seven column paper.

E. J. Ransom, of the Ransom Engraving Company, Winnipeg, delivered an address recently on "The Art and Science of Modern Engraving" before the Western Art Association.

W. V. Udall, formerly editor of the Boissevain Recorder, has been appointed accountant in the Land Titles Office at Boissevain.

ONTARIO.

A sanitary drinking fountain has been installed in the composing-room of the London Advertiser and sanitary tissue towels are being used by the compositors.

The employees of the composing and stereotyping departments of the London Advertiser presented R. D. Millar, business manager, with a Christmas present in the shape of a solid gold locket, suitably engraved, and an engrossed address.

Edward Joyce, at one time editor of the Oakville Express, died in Detroit on December 23, aged eighty years.

Mrs. Williams, who was killed in the street car fatality on Christmas Eve in Toronto, was the wife of Hillas Williams, an employee of the Globe and formerly of the composing room staff of the Lindsay Post.

The Kemptville Weekly Advance announces plans for a complete reorganization and improvement of the newspaper at the New Year.

C. W. Abrey has brought action against the Victoria Printing Company, Toronto, to compel them to cancel his subscription to the capital stock of the company and return his money, because of alleged misrepresentation of the affairs of the company.

P. D. Ross of the Ottawa Journal, gave a banquet to his staff at the New Russell Hotel on December 16. A feature of the evening was the presentation to James Muir, managing editor, of a handsome rosewood clock.

It is understood that E. B. Eddy Bessey, of Ottawa, has secured control of the Burt Advertising Agency, Buffalo, and will conduct it along international lines with offices in Ottawa, Montreal, Buffalo and Cleveland. The name will be the Eddy Advertising Service.

The Ottawa Saturday Post, a weekly paper fashioned slightly on the lines of the Toronto Saturday Night, ceased publication after only a few issues. There is a possibility of it taking on new form later.

The Pembroke Standard of December 8 was enlarged to sixteen pages to take care of the extra advertising.

Professor J. F. Macdonald, M.A., head of the department of English in Queen's University, Kingston, has been appointed editor of Queen's Quarterly, which has been edited by a board of editors since the death of Principal Grant.

Mrs. Valeria T. Lyon, who was widely known among readers of the Toronto Globe as "Amelia Sidley," is dead.

Sir Mackenzie Bowell, Belleville, is to be entertained by the Chicago Press Club on the occasion of his visit to that city on January 24.

S. Gardiner Shaw, formerly of the Wallaceburg News staff and who has been for some years past engaged in newspaper work in the state of Washington, has purchased the Wilbur (Wash.) Register.

The Courtright Sun, established a short time ago, has ceased publication.

The Thamesville Herald has been enlarged from a six-column eight page paper to a seven-column paper.

Maxton R. Davies, formerly of Windsor and prominent in Detroit advertising circles, has acquired a financial interest in Motor World, New York, and becomes its Michigan representative with headquarters at Detroit.

The Oshawa Reformer has installed a Campbell two-revolution printing press.

A. W. Robb, postmaster of Walkerton, is dead. He ran the Chesley Enterprise for twelve years and after that the Walkerton Telescope. He was an ex-Warden of Bruce.

The Windsor Record on Dec. 15 issued a special 32-page industrial and progressive edition, special attention being given in the literary material to the industrial advantages of Windsor, Walkerville and Sandwich.

The Thamesville Herald announces that it will do no clubbing with other papers. "The amount of work involved," declares the Herald, "is out of proportion to the returns, and the dissatisfaction so often created through papers not coming regularly has determined us to abandon this feature."

Charles Clark, editor of the Comber Herald, has been placed in charge of the newly instituted municipal telephone system at Comber, pro tempore.

The Chatham News issued a special 24-page Christmas edition on Dec. 16, the matter being practically all home-set.

Quite a number of Windsor and Essex newspapermen are employed on the Detroit papers. The list includes F. W. Bright, city editor and George A. Courtenay, police reporter, of the Detroit Times. Roy Marcotte, formerly of the Leamington News, is also on the Times. W. J. Black is chief editorial writer of the Detroit News. Harry Maisonville is night city editor of the Detroit Free Press, and Raymond Peck is police reporter. Walter Longley is assistant city editor of the Detroit Journal and Frank J. Teahan, police reporter. A. D. B. Van Zandt, former city editor of the Detroit News, and Geo. Walters, formerly of the Journal and Free Press, are former Essex County men.

R. W. Angus, editor of the Chatham Planet, took a prominent part in the recent West Kent provincial election campaign, addressing a number of meetings in the Conservative interests.

P. H. Bowyer, editor of the Ridgetown Dominion, who captured the strongly Liberal constituency of East Kent in the provincial election of 1905 and held it in 1908, was defeated on Dec. 11 by a majority of about 200.

Thomas Gowans has severed his connection with the Herald-Reflector, of Thornbury and Clarksburg, and W. R. Fawcett is now editor and proprietor. Mr. Gowans bought the Thornbury Herald seven years ago and four years ago amalgamated it with the Clarksburg Reflector and the Union Standard. Mr. Fawcett has Lately been associated with the Arrow, Burk's Falls.

C. H. Sanders, editor of the Exeter Advocate, had three fingers of his left hand crushed in a printing press on December 5. He lost one finger.

R. T. Randall, who has been office manager of The Galt Reporter for the past two years, retired on December 1st. The staff presented him with a handsome gold mounted pipe and an address.

The Mortimer Company, Ottawa, have been awarded a contract from the city Publicity Department for a supply of 20,000 maps of the city of Ottawa.

George Hudson, proprietor of the Beamsville Express, was married recently to a young lady of Toronto.

Of the eleven newspapermen who ran in the Ontario provincial elections only two won out; Sam Charters, who held his seat in Peel and Wm. McDonald, of the Chesley Enterprise, who won Centre Bruce for the Liberals.

Mrs. S. T. Wood, wife of S. T. Wood, of the editorial staff of the Toronto Globe, died suddenly on Christmas morning.

It is announced that the famous "Flying Post," which was established last May to carry the Toronto morning papers to Western Ontario in the early morning, will be discontinued at the expiration of the year's contract.

The Perth County Herald, of Stratford, issued a special number on December 14 to celebrate its editor's quarter-century in charge of the paper. It was on December 8, 1886 that W. S. Dingman came to Stratford from Strathroy and he has been an active force in the railway city ever since. The number contained several articles of interest bearing on the progress of the twenty-five years.

The dinner to George Copp, the veteran printer on the Guelph Mercury staff, was called off because Mr. Copp's modesty would not permit him to accept the honor.

The case of Anton Loukka vs. the Finnish Publishing Co., Port Arthur, in which libel was charged, because the Finnish paper had published, last March, an article alleging that the plaintiff practised cruelty on his family, was heard on November 28, and resulted in a verdict being given in favor of the plaintiff for $1.00 and costs.

The first of the three new octuple presses made by Hoe & Co. for the Toronto Telegram, was started last month in the new addition to the Telegram building by John G. Robertson, the three-year old grandson of John Ross Robertson.

Nelson Lutz, well known in printing circles in London, Guelph and Berlin, died recently at Freeport, near Berlin, his death being due to a form of paralytic stroke.

A. W. Otto, who has published the Herald of Truth, a religious monthly, at Carleton Place for the past two years, has moved to Ottawa.

The editor of the Tavistock Gazette, Mr. Shibley, was injured at the opening of the new waterworks system. He was holding the nozzle of a hose when the water was turned on. It flew out of his hands, struck him and knocked him to the ground.

The officers of the Parliamentary Press Gallery for 1911-1912 are: president, Thomas W. King, Toronto Mail and Empire; vice-president, E. W. Grange, Toronto Globe; secretary, J. A. Fortier, Montreal La Patrie; executive, R. M. Macleod, Ottawa Citizen; A. B. Hannay, Montreal Herald; S. W. Dafoe, Ottawa Journal; Rene Chevassu, Montreal Le Canada; Fred G. H. Williams, Ottawa Free Press.

Recently, a new branch of the Merchants Bank was opened at Wallaceburg and the first man to rush in with his hand full of money was the local newspaperman, our old friend H. A. Colville, of the Herald-Record. Just how a printer can get enough money to deposit, and then be first when a new branch opens, is a mystery to the craft. We know of several who have made records by being the first to seek a loan, but H. A. is in a class by himself when he is the first depositor.—West Lorne Sun.

Charles F. Stone, proprietor of the Perth Expositor, has announced himself as candidate for mayor.

Owing to moving its printing office, the issue of the Sturgeon Falls Advertiser for November 16 was omitted.

The Comber Herald has been enlarged from a six-column 8-page to a 7-column paper.

The Orange Sentinel, Toronto, has erected a four-storey building at 37-39 McCaul Street. In the thirty-eight years of its existence, the Sentinel has occupied premises in five different buildings. A twenty-eight page special was issued on December 14 to mark the occasion of the opening of the new building.

Harry Brusseau, who is now manager of the University Press, Regina, learned the printing trade in the office of the Belleville Intelligencer. He was previously foreman of the Regina Leader's job office.

Peter McArthur, the well-known special writer and editor of Ourselves, was struck by a train near Glencoe, while driving home to Ekfrid on November 30. Though injured, he was not seriously hurt.

The Sudbury Star had a slight breakdown recently which held back one of their editions for three days.

QUEBEC.

An action claiming $10,000 damages has been entered against Jos. Begin, editor and publisher of La Croix, a Montreal weekly, for having published statements alleging the illegitimacy of the daughter of the late Father Chiniquy, who left the priesthood of the Roman Catholic Church and married a Protestant.

John Boyd has resigned as financial editor of the Montreal Gazette, a position he has held for many years. He will devote his time to literature and travel, retaining his connection with the London Financial News.

The Montreal Star ran a skating party at the St. Lawrence Rink on Wednesday morning, December 27. By cutting out a coupon any school child over eight years of age was admitted free.

A weekly newspaper will probably be started in Montreal in the near future in the interests of Conservative organization work.

Le Peuple, conducted editorially by Hon. Charles Marcil, is now an eight-page paper. It was started last May as a four-page weekly.

Elmer Lambert, late of Toronto, is now on the staff of the Montreal Witness.

E. Desbarats, of the Desbarats Printing Co., Montreal, proposers erecting a large addition to his warehouse, corner of Beaver Hall Hill and Jurors Street. The Modern Printing Company are also erecting a new building on Dewd Street in the same neighborhood.

Edward Marchand has joined La Patrie, Montreal, as contract man.

E. Delage has been added to the copy department of La Patrie, Montreal.

J. Morency has joined Le Canada, having been connected till recently with La Patrie.

T. A. Tressider has resigned his position on the Montreal Standard.

J. Burgoyne, of the Montreal Herald, has joined the staff of the Gazette.

serted with the intention of exposing the plaintiff to ridicule.

Madame Bernard, wife of Joseph Bernard, editor of L'Evenement, Quebec, is dead, after a long period of ill-health.

W. Hunt, for many years leader writer on the Montreal Witness, is dead, having been stricken with typhoid fever.

An interesting libel action has been settled in Montreal, when J. R. Gordon was given $500 damages against Carrick, Limited, real estate agents. The action arose out of the publication last June of some caricatures of Mr. Gordon by Carrick, Limited, in their advertisements, to which he took exception. The judge held that the caricatures were grotesque and ridiculous and were inserted with the intention of exposing the plaintiff to ridicule.

A new hockey league has been formed in Montreal called the Newspaper League. La Patrie, La Presse, The Gazette and Montreal Star have all entered teams. A bowling league has also been formed and competitions are already in progress, the chief newspapers all being represented.

Clarence Howell, of the reportorial staff of the Montreal Star has been appointed telegraph editor.

The Canadian Century Publishing Co., Limited, has assigned on demand of The Royal Securities Co., who presented a petition in the Superior Court for winding up order. The claim of the petitioners was for $48,638 in notes payable on demand. No opposition was made. In connection with this, W. H. Greenwood, of Toronto, who was reported to have secured control of the paper, has brought action against the Royal Securities Corporation for breach of contract.

An action for libel is likely to arise from the publication of a cartoon in a Montreal paper in connection with the Russell case. The cartoon represented Mr. Russell as perspiring freely in the background, while Donald Macmaster, K.C., and T. C. Casgrain, K.C., were carrying off huge bags of money. Mr. Russell holds that the picture carries the imputation that the legal gentlemen had been playing him for an easy mark. Such an action as Mr. Russell proposes would be fraught with considerable interest.

Not since the memorable dinner given to Fred Paul, when he retired from the city editorship of the Montreal Star over three years ago, has there been gathered together such a galaxy of "Stars" in the newspaper firmament as assembled on Saturday morning, December 16th, at the St. Lawrence Hall. The occasion was the celebration of the fortieth anniversary of the entrance into this world of Alex. Dewar, city editor of the Montreal Daily Star. After many eulogistic remarks were expressed and reminiscence recalled a suitable presentation was made. In acknowledging the gift, Mr. Dewar, in his usual quiet and unassuming manner, thanked the boys for their kindness, and also took occasion to express his feelings in reference to the loyalty and support he had always received from the staff under him.

Mr. Dewar was born in Owen Sound December 16th, 1871, and at the age of 22 first entered newspaper work in Toronto. In 1896, he joined the staff on the old Herald in Montreal, occupying the sporting editor's desk and subsequently upon the re-organization of that paper was made city editor. The Montreal Star has always been noted for picking out good men and immediately overtures were made to Mr. Dewar to join that paper, and in 1909 he joined that paper and was again among many of his old-time friends and colleagues. Shortly afterwards he was appointed city editor which position he now holds.

MARITIME.

The celebration of the golden jubilee of its establishment by Senator John V. Ellis was marked by the St. John Globe by the issue of an important special number, in which the history of St. John and of much of the Province of New Brunswick for the past fifty years was recorded by writers of authority. The press will be interested in the story of the Globe itself and in Mr. D. R. Jack's record of the publications issued in St. John during the half century. The paper was issued on December 13, the exact date on which the paper was issued for the first time by Senator Ellis.

S. D. Granville, of the St. John Standard, visited Providence, R. I., last month.

Friends of A. M. Belding, editor of the St. John Times, will be pleased to learn that he is improving from his recent lengthy illness, and that he will soon be able to resume his active duties.

William Dennis, owner of the Halifax Herald, was a visitor to St. John last month.

Frederick Gibbons, formerly with the St. John Standard, has taken a position in the advertising department of the Daily Telegraph.

Arthur King, one of the oldest printers in St. John, is dead. He worked forty years at the business, part of the time on the Hants Journal, Windsor, N.S., where he was born.

A. W. Crum, formerly of the New Glasgow Evening News, has accepted a position on the Sydney Record.

The Eastern Chronicle, New Glasgow, is now issued three times a week, on Tuesday, Thursday and Saturday.

J. A. Fraser, editor of the New Glasgow Enterprise, has been appointed a member of the Commission which looks after the Nova Scotia Provincial Exhibition.

The annual meeting of the Eastern Press Association was held on December 7 in Moncton, N.B., when the officers and directors were elected for the ensuing year. F. B. Ellis, of the St. John Globe, was chosen president, C. C. Blackadar, of the Acadian Recorder, vice-president, and G. F. Pearson, of the Halifax Chronicle, secretary. The directors chosen were: E. W. McCready, St. John Telegraph; Frank Ellis, St. John Globe; J. D| Black, Fredericton Gleaner; E. J. Payson, Moncton Times; C. C. Blackadar, Acadian Recorder, Wm. Dennis, Halifax Herald; and P. D. McNeill, Sydney Post. At the meeting which was quite largely attended, the matter of the distribution of news was discussed as well as other topics of interest, among which was the lease of a special wire for the morning papers from Montreal. The discussion on this question was interrupted by a message to G. F. Pearson, telling of the illness of his father in Halifax, and calling him home. A resolution was passed calling for the abolition of duties on type and type-setting machines. In the evening after the meeting, the visiting newspapermen were entertained to luncheon at the Mitchell Hotel by the members of the press in Moncton.

The New Brunswick Loyalists' Society proposes to erect a tablet to the memory of William Lewis and John Ryan, upon the site of their printing office, Prince William St., St. John.

NEWFOUNDLAND.

The Newfoundland Quarterly's Christmas number was an interesting arrival during December. It contained many valuable articles on the Ancient Colony.

A magazine devoted to the various industries of Newfoundland is about to be published in St. John's. It will be edited and managed by a gentleman of long experience in newspaper work.

The Trinity Enterprise, F. Brady, printer and publisher, which suspended publication a few months ago, has risen from its difficulties, the first issue since its reorganization appearing on December 2.

This is the season for Holiday publications, and already several have made their appearance. These publications are replete with local views, etc. Christmas Bells, put out by Gray & Goodland, is a worthy magazine containing many articles of much interest.

The publishers of the St. John's Free Press, Robinson & Co., have decided not to publish, this year, their usual Prize Story Christmas edition. This is due to delay in the completion of their new building which was to have been finished last August. They expect, however, to publish a special edition at Easter.

The Trinity Enterprise, which suspended publication some months ago, has started up again. Its first issue under its new dress appeared December 2. It has secured new presses and type. The old plant having been procured by the publishers of the Fisherman's Advocate, a publication representing the views of the Fisherman's Union.

Doctor H. M. Mosdell, formerly of the editorial staff of the Toronto World, and at one time editor and proprietor of the Bay Roberts Outlook, was married at St. Mary's Church, Curling, Nfld., Sunday evening, December 10, to Miss Bessie Mundy, whose father once carried on a flourishing commercial business at Herring Neck, in the district of Twillingate. The ceremony was performed by Rev. I. Parsons, a fellow townsman and school companion of the groom. The bridal party proceeded to Bonne Bay by the SS. Portia.

The Western Star, published at Curling, B.G.I., has been purchased by the Star Publishing Company, Ltd., with L. Barrett as manager. W. M. Dooley, its former editor and proprietor, has returned to the United States. Mr. Barrett has had almost eighteen years' experience in newspaper work, and has been connected with the Star almost ever since its establishment. Occupying the position of foreman and often acting as assistant editor and manager, he acquired much practical knowledge which will stand him well in his new capacity. It is the intention of the present owners to improve on the plant of the Star in the early spring. Many new features will be introduced in its make-up, and the paper is to be enlarged.

SOME CHRISTMAS NUMBERS.

The Kingston Whig's annual Christmas number was issued on December 16 and ran to 36 pages. It was printed in four sections, one of which was on fine stock, illustrated with many halftones. A number of appropriate articles were printed and the advertising columns were well filled, thanks to the energy of L. A. Guild, who took charge of this work.

The Sydney Record sent out a special holiday issue on December 16, using one of the syndicate illustrated numbers.

The Preston Progress made a little extra showing in honor of the season on December 22.

The Port Arthur Daily News published a 20-page number on December 20, with numerous Christmas features.

The St. Thomas Journal did some decorative work to its issue of December 21, which gave it a holiday appearance.

The Oshawa Vindicator ran a syndicate special on December 21, with local advertising well represented.

The Weyburn Review reached 20 pages on December 20. Christmas features were prominent and the showing of holiday advertising was excellent.

The Bracebridge Gazette issued a Christmas special on December 14. It was one of the standard holiday numbers, but the Gazette people were able to fill all available space with a good showing of local advertising.

The Orangeville Banner got out their Christmas number on December 14. It was a syndicate special containing several fine halftones and an appropriate front page, with local advertising.

The Gravenhurst Banner provided its readers with an attractive holiday supplement, printed in two colors, on December 14.

The Christmas number of the Galt Reporter appeared on December 15. Utilizing a syndicate production, the publishers added to it a number of local views that served to keep the interest at home.

The Montreal Witness produced an eight-page Christmas supplement on December 9, with appropriate two-color front page and several copyright articles and stories.

The Lindsay Post sent out an eight-page Christmas section on December 15, filled with a good selection of syndicate material.

The Christmas number of the Dipper, Ottawa, has been issued as usual by the Kuhn Brothers. This year's number exhibits care in compilation, excellent judgment in typography and arrangement, and creditable presswork, this latter being done by the Mortimer Co. Besides the various short stories and humorous skits, there are well-written articles on the Dominion Experimental Farm, The Royal Homestead (Rideau Hall), and the Carnegie Library. The whole has been accomplished by co-operation, which thought is happily expressed in the Kuhn Bros.' own announcement, the opening paragraph of which reads as follows: "No business is successful unless around the heads are gathered employees with the interests of their business at heart, and in this relation The Kuhn Brothers are blessed."

The Ottawa Free Press issued their sixth annual Christmas shopping number on December 9. It contained a good showing of holiday articles and stories, with considerable Christmas advertising.

The Moose Jaw Times published a twenty-four page edition on Saturday, December 9. Its contents were well selected from available syndicate material and made a particularly good showing, especially on the art side.

The St. Thomas Daily Times sent out an early shopping Christmas edition on December 9, of the usual stock type, backed up with local advertising.

The Lindsay Watchman-Warder published an early shoppers' number on December 7, a distinctive feature of which was the showing of full-page ads., there being no fewer than five in sixteen pages.

The St. Thomas Journal issued a special shopping edition for Christmas buyers on December 7. It extended to sixteen pages and carried a good showing of advertising.

The Farmer's Advocate have, as usual, produced a mammoth Christmas number, eighty-eight pages in size and with a really fine showing of special articles of interest to the farming community. The cover in color, is a striking piece of art work, and throughout there are many fine illustrations.

No little praise should be bestowed on the Christmas number of the Quebec Daily Telegraph and its publisher, Frank Carrel. For twenty-five cents, it ranks up well with the more pretentious numbers of larger papers. Four plates accompany it, one large one being a Coronation souvenir with a number of half-tones attractively grouped; and another a charming child's picture in brown. The cover of the number is ingenious, showing a tattered snowshoe through which one sees a couple of hunters boiling their Christmas pudding before a tent. The literary contents of the number are of a sound excellence and the many illustrations are well selected. Altogether, the enterprise of the Quebec publisher deserves the heartist commendation.

The Gazette, Chatham, N.B., used one of the standard Christmas supplements with its issue of December 15 and secured a good showing of local advertising.

The Kingston Standard put on holiday colors on December 16 and came out with two four-page supplements, one of which was in color.

The Daily Times-Journal, Fort William, issued a 40-page special on December 16, which, while not strictly a Christmas number, contained some holiday features. Two sections were devoted to building and a third to mining, besides two general sections.

The Stratford Beacon put out an eight-page section devoted to Christmas contents on December 16.

The Hamilton Times published some good stuff in its issue of December 16. The front page depicting Santa Claus driving his coach was particularly good.

The Goderich Signal added an eight-page section to its issue of December 14. It was printed on pink paper and caught the eye at once.

The Hamilton Herald's Christmas number appeared on December 16 and was well filled with appropriate material. The general sections were crowded with advertising.

The Goderich Star sent out its Christmas number on December 15. The front page was decorated with the ever necessary figure of Santa Claus and bordered with holly, and inside was a wealth of holiday material.

The Rideau Record of Smith's Falls issued one of the syndicate specials on December 19, with local advertising.

Add Christmas Numbers . av.A shrdlu cmfwyhrr

The Renfrew Journal used one of the syndicate specials with its issue of December 21.

The Waskada Expositor added a four-page pink supplement to its issue of December 21, to take care of extra Christmas advertising.

The Granby Leader-Mail produced a most creditable home-made Christmas number on December 15. A strong feature was an assemblage of pictures of a number of Granby children on the front page.

The Redvers, Sask., Observer put on four extra pages with Christmas features on December 21.

The Daily Graphic of Portage la Prairie added a four page supplement on December 22, printed in colors and well illustrated.

L'Evenement, of Quebec paid special attention to Christmas in its issue of December 23, which was of extra size.

The Vernon News published a well illustrated special on December 21, containing many interesting features.

The Saskatoon Phoenix made use of one of the syndicate specials as a Christmas reminder to its readers.

Le Progres du Golfe, of Rimouski, Que., on December 2 produced a special holiday edition, with four-page supplement printed on fine paper in blue ink.

The B.C. Saturday Sunset published a 48-page paper on December 16 with many Christmas features, including several excellent short stories.

NEW PRICE LIST.

The Union Card & Paper Co., 45 Beekman Street, New York, is distributing to the trade their new Price List No. 38, fully describing and pricing the many lines they carry, in a very convenient form. The various sections are effectively tabbed for easy, quick and handy reference.

This company is offering a new line of High Grade Wedding Paper, at a popular price, under the name of Deerlake Wedding. In addition to carrying this line in paper and in Bristol Boards, in full sheets, they carry also a full line of Wedding Invitations, sheets with inside and outside envelopes to match, in 5 different sizes, the largest variety ever shown. These invitations are sold in bulk or in very handsome cabinets, with or without cards to match

TRADE NOTES

GOOD SALE FOR MONITOR MACHINES.

The Latham Machinery Co. reports the sale of several of their standard machines to an American concern, which is starting a plant in Berlin, Germany. This certainly shows what some concerns think of Monitor machines, when they will pay duty on them into Germany.

The Company also reports excellent sales throughout the United States and Canada. Trade is especially good with them in the East and Central West, and they have been compelled to run the factory nights for some time. This conflicts with statements made by other concerns that business is "dull." This may be accounted for by the fact that the Latham Machinery Co. does business practically with every large concern in this country, and the bulk of their orders seems to be from the large houses.

SPLENDID OPENING FOR AN ESTIMATOR.

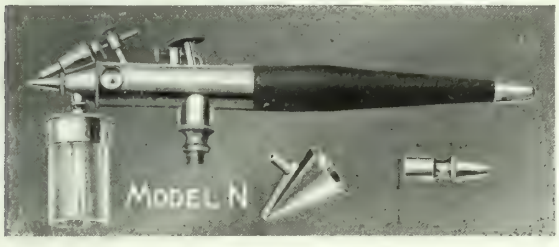
One of the largest printing plants in Canada requires the services of an efficient cost expert and estimator. The business is a growing one and the position one of promise for the man who can adequately fill it. Applications for it should be addressed in care of Box 273, Printer and Publisher, Toronto.

ADDITIONS TO LINOTYPE FACTORY.

In order to meet the steady demand for Linotypes, particularly the two latest models, the Quick Change Model 8 three-magazine Linotype and the Quick Change Model 9 four-magazine Linotype the Mergenthaler Linotype Company has again found it necessary to increase its manufacturing facilities and to enlarge the output of its extensive factories in Brooklyn, N.Y.

It is about to erect a nine-storey fireproof structure as an extension to the large building last erected. The new building will have a floor space of about 57,000 square feet. This, together with various minor extensions and improvements which are already under way, will bring the total floor space of the Linotype factories to approximately nine acres.

LINO TABLER CHICAGO – NEW YORK GUARANTEES LINOTYPERS 1/4 LOWER TABULAR COST $25



Your Art Department Should Have This Interchangeable Air Brush.

It is the most simple Air Brush on the market. It produces the finest work and with ordinary care will not get out of order. All parts are interchangeable and are carried in stock in Toronto.

Write for illustrated circular and prices.

CHAS. A. SANDHAM

564 Dovercourt Road, - - Toronto

The Difference in Robertson's Rollers

is just enough better to warrant inquiry, if you are not already using them. Being specialists in roller-making we are enabled to gain your satisfaction both in price and quality.

J. S. ROBERTSON, 308 CRAIG STREET WEST, MONTREAL

ENVELOPES

No. 3155

every Printer in Canada is, or should be, perfectly familiar with our envelope, which bears the distinguishing number of

3155

It is the most satisfactory envelope for general use that can be made and has everything desired as regards

WHITENESS
SMOOTHNESS
APPEARANCE
PRICE

Made in all sizes in the largest and best equipped envelope factory in Canada.

W. J. GAGE & CO.

LIMITED

PAPER AND ENVELOPE MANUFACTURERS
TORONTO

PAPER MILLS AT ST. CATHARINES

A CARLOAD OF STRATHEARN BOOK.

Buntin, Gillies & Co., Ltd., Hamilton, have just received a carload shipment of their well-known Strathearn Art Book and are consequently in a position to promptly supply paper for large catalogue contracts.

GOLDING JOBBERS "MAKING GOOD."

The Golding Art Jobber is making a hit from Maine to California and down in Mexico and South America. 10 of the larger size have just been installed by the Mexican Government Printing Office. During the last month we shipped them in ones, twos and threes to various points of New England, New York, Pennsylvania, North Carolina, Ohio, Indiana, Michigan, Illinois, Oregon and California. This particular style of press is made in sizes 12 x 18 and 15 x 21 with four rollers, full length automatic brayer fountain and duplex distributor, giving it an ink distribution that can't be beat. The duplex is a plate under the bed which has an end to end and a sideways movement. This serves to break up the ink and distributes it, obliterates any light spots on the rollers produced by heavy vertical or horizontal lines in the form. It has a great impressional strength, a long feeding dwell of the platen, a great mechanical speed.

CHANGES IN PRINTING INK HOUSE.

W. T. Merry, for 25 years a member of the advertising department of the Methodist Book and Publishing House, has entered the firm of Chas. Bush, Limited, and will look after the Toronto trade. G. A. Miller, who has been dividing his time between the trade in Toronto and other portions of Ontario, will now give his whole time to the outside trade.

H. H. Phillips will continue to act as Managing-Director of the business and be responsible for the inside work.

⊙

The De Luxe Circulating Increasing Company, which has been conducting circulation contests throughout the Maritime Provinces, has opened an office in the Kent Building, Toronto. This company is now conducting contests for the Kemptville Advance, Smith's Falls News and Renfrew Journal.

This Knife Will Cut the Cost of Overlay Cutting



The quality of steel is superior to any knife on the market; shape of handle allows the user to cut the most complicated curves and shapes with a freedom necessary for that work. Price, $1.00 each, post paid.
CHAS. A. SANDHAM, 564 Dovercourt Road, Toronto.

Cost System

Employing Printers' Price List
For Printing and Binding

TENTH EDITION 1911
FULL LEATHER—PRICE $1.50

Order Through Printer and Publisher of Canada, Toronto, Can.

DAVID RAMALEY, St. Paul, Minn.

NOTICE

We make a specialty of **Electrotypes** from **Halftones.**

The National Electrotype and Stereotype Co., Ltd.
73 to 81 Adelaide Street West - Toronto, Ontario

The Dollar Daily

The Ottawa *Free Press*, in a recent editorial, calls attention to an expense which the public service of Canada is called upon to bear, and which seems to us to call for immediate removal. The rate which the post office department charges for carrying newspapers—second-class mail matter—is one-quarter of a cent a pound, while the letter mail costs thirty-two cents a pound.

Now the regulations under which papers are carried as second-class mail are concise and of the most stringent description, and they have been framed with the purpose of doing away with "free distribution" papers.

The publication must first and last be a newspaper—a vehicle for the dissemination of news—and not simply an advertising medium, and it must be sold to its subscribers for its news value.

What has happened? In order to avail themselves of this wonderfully cheap rate, and so that larger circulation, and the consequent increase in advertising value may be obtained, a number of leading Canadian dailies in different parts of the country have reduced subscription rates to a minimum, and are receiving barely enough to pay the advertising agent's commission, the cost of mailing the paper and the postage.

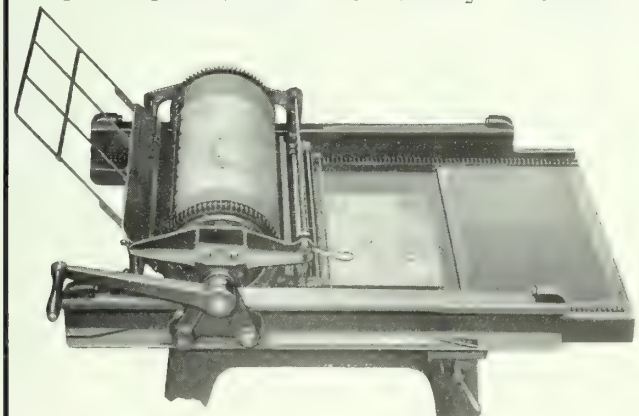
It is evident on the face of it that their subscription receipts cannot possibly cover the cost of ink, printing and white paper, to say nothing of the expensive up-keep of the modern editorial department.

For all practical purposes the law is being evaded, and their papers have become "free distribution" papers.

Is the new Postmaster-General going to take this matter up?—*Economic Advertising.*

The Composing-Room Cylinder Proof Press

FOR FORMS UP TO 25x25½ INCHES



You need a Composing-Room Cylinder in your plant.

The Vandercook Composing-Room Cylinder is a proof press that produces, **immediately** and **without make-ready**, proofs equal to the work of a cylinder press. Automatic inking; feeds to grippers, or sheets may be laid on form.

You must appreciate what this means to **you**.

It is a money-saver. You don't need to hold up your regular presses for make-ready. Make ready on the Vandercook. Defective material will show up immed ately. No lock-up or even tie-up necessary.

The great saving of time and the great satisfaction to your customers mean money to you.

People are demanding press proofs. Furnish them at the least possible expense—before your competitor does.

You need a composing-Room Cylinder

MILLER & RICHARD

TORONTO - - WINNIPEG

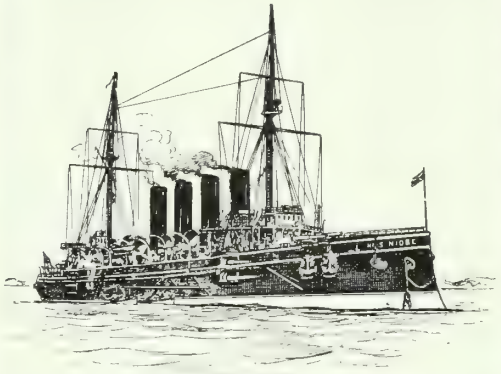
Eastern Sales Co., Manufacturers, Chicago.

Buntin Gillies & Co. Limited

B & G

Make a good start in the New Year with a set of samples of our PRINTERS' SUPPLIES, The Printer's "Reference Library." If you desire a set, write us.

Navy Bond



FOR LOOSELEAF WORK

This Bond is made in quality sizes and colors specially for looseleaf forms.

7c. per lb.

Case lots 6½c. per lb.

In Stock at Hamilton

White Wove

17 x 22	16 lb. - 500s	22½ x 28½	26 lb. - 500s
	20	20½ x 33	30
17 x 28	20	22½ x 34½	32
	24		40
19¼ x 24¼	20	28¼ x 34¼	40
21 x 24½	22		

Blue, Buff, Goldenrod and Pink Wove

17 x 22	16 lb. - 500s	22½ x 34½	32 lb. - 500
17 x 28	20	28¼ x 34¼	40
19¾ x 24¼	20		

Envelopes to match, White only

		case lot
7	20 boxed 500s;	90c., 85c. per M.
8	20 " "	$1.00, 95c. "

Samples mailed on request

B & G

Hamilton and Montreal.

Famous Type Founders

(FROM INLAND PRINTER, CHICAGO)



F the leading British typefoundries the greatest now is Miller & Richard of Edinburgh, particularly well and favorably known to our readers in Canada, where its high and successful reputation is associated with the respect accorded to its agent, Mr. Robt. L. Patterson. It was started in 1809 by William Miller, who had worked for Wilson of Glasgow (1742), the originator of the ancient, but minor foundry which is now known as the Marr Typefounding Company of Edinburgh. He published a specimen book the same year, and it has been insinuated by Hansard in his "Typographia" that Wilson's punches were used surreptitiously to produce these early matrices. This might have escaped my attention, had it not been pointed out to me in a spirit of brotherly love by two English letterfounders, who appeare l to think that the alleged sins of the father should be visited on the grandsons. **However this may be, the Miller & Richard Foundry has done more for printerdom than any other foundry.** First it refined those black flat face Romans, closely allied to what we now term bold-face, into the modern Roman used to-day, which were at first called Scotch faces. Early in the last century those horrid fat faces had not only driven good Dr. Fry out of the type business, but killed such faces as Caslon Old-style so completely that they disappeared from the specimen books, and most of the matrices were thrown away; but in the Caslon foundry veneration for the handiwork of Caslon I caused the punches and matrices of his great series to be preserved. In 1843 the Chiswick Press, being commissioned to print a novel with a plot laid in the time of Charles I, conceived the idea of giving it an antique appearance by printing it in a discarded old-face, and persuaded Caslon to cast a font. The result was a revelation to the publishing w rld, and the original Romans, which we call Old-styles, but which in the early days of their revival were called white-faced Romans, again came into demand. But Caslon Old-style is a letter de luxe, not well adapted for general book or news work, and Miller & Richard, in 1844, perceiving this, originated and cut a modernized old-style Roman, which has been an inestimable boon to the craft. Our Bradford Old-style, and the body letter used in the Century and Scribner's magazines, variations of which are found in every printing office, we owe these too to Miller & Richard, as well as the standard modern Romans used to-day. Then followed display letters to harmonize with the Old-style Romans such as Old-style Title, Old-style Condensed and Title, and Old-style Antique, a splendid face, too little appreciated by printers who go crazy over Jenson Old-style, which in the sizes below eighteen point, is very in erior to Old-style Antique. Jenson Old-style, as a series, is superior in gradation of sizes, but the recent addition of nine and fourteen point sizes to Old-style Antique by American founders leaves only seven-point necessary to remedy this defect. It is not a satisfactory design above twenty-four point, lacking color, just as modernized old-style, from which it is a development, weakens badly in the larger sizes. A recent attempt to boom this admirable face by re-naming it and confusing its harmonious simplicity by adding ungainly swash capitals is misdirected.

The latest good addition to our Romans by Miller & Richard is a sort of marriage of old-style and modern called by them, if my memory serves, "Old Roman," which should be permanently popular. It is now used as a body letter by the Printing Art. This face has recently been copied by A. D. Farmer & Son Company, which has added a number of larger sizes that discredit the series, because they do not retain the character of the design.

They were the first British foundry to use typecasting machines, and the first to cast perfected type such as is now produced by the American automatic machines. In 1832 a Mr. Richard became a partner, and the present name was adopted, and two of his sons now constitute the firm.

PRINTERS, TAKE NOTE.—One hundred and three years of successful business means fair dealing, and thousands of satisfied and loyal customers. We are better able to take care of your order than ever before. We guarantee satisfaction. Our motto is "Once a customer, always a customer." Send your orders to us.

MILLER & RICHARD

EDINBURGH LONDON TORONTO WINNIPEG

The Redington Counting Machine



accurately informs the printer of the exact number of revolutions of the press that produces his earnings. Leakage of profits can be eliminated where correct output is established. Always accurate, high or low speed, will not jump or repeat. All working parts enclosed yet easily accessible if occasion demands.

PRICE $7.00

Carried in stock by all branches o.

Toronto Type Foundry Co., Limited

Toronto Montreal Winnipeg Calgary Regina

NR
NUERNBERGER-RETTIG

The Universal Type-Maker

IS A TIME-SAVER
A MONEY-MAKER
A CUSTOMER-PLEASER

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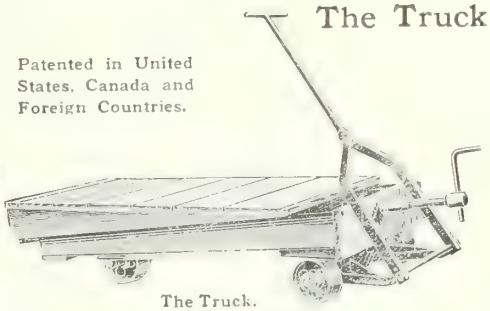
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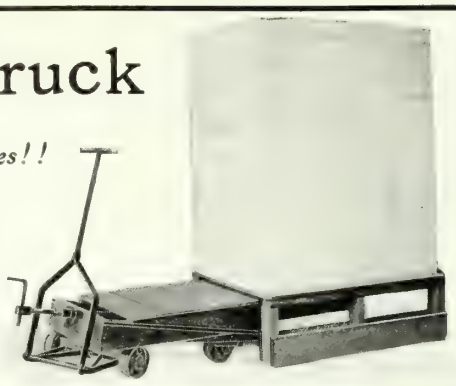
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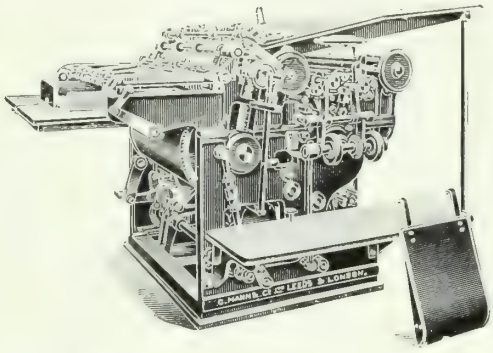
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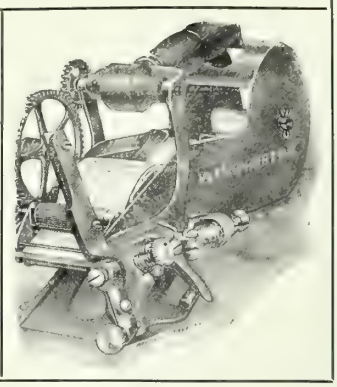
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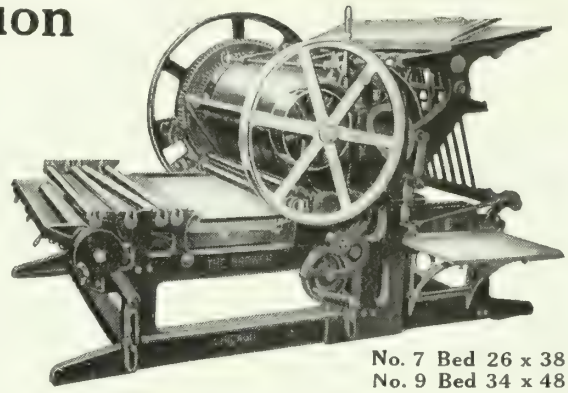
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In charge of a majority of the subscription campaigns conducted by Canadian newspapers during 1911.

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No Trip Contests.
No Combination Newspaper-merchant Contests
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We have signed contracts covering nearly all of 1912, but can handle a few more campaigns in territory west of Montreal.

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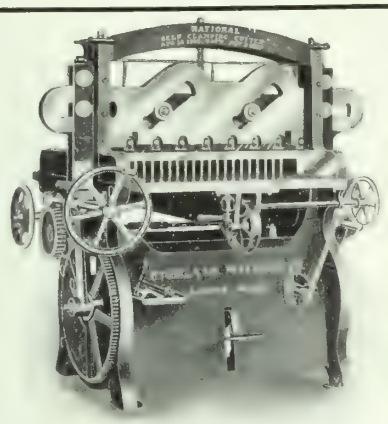
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Jute Tag
WRITE FOR PRICES

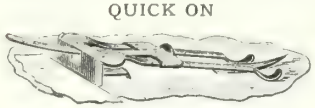
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The cash in advance ink man who reduced prices to a minimum. Send for price list of news and job inks.
Address:
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McFARLANE, SON & HODGSON, Limited
WHOLESALE
PAPER DEALERS
AND
STATIONERS
14 ST. ALEXANDER STREET
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CHEAPEST, SIMPLEST
MOST COMPACT FOR POWER
"LONDON"
GAS OR GASOLINE
ENGINES
1½ to 40 HORSE POWER
Write for catalogue
LONDON GAS POWER CO., Ltd.
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Machine Finish, English Finish and Antique Finish
BOOK, MAGAZINE, COATING, LITHOGRAPH AND MUSIC
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Mills at Ticonderoga, N.Y.
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JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES
VISE GRIP

Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.
QUICK ON

Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.
Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.
Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Buyers' Guide

James White
Paper Company
BOOK and COVER PAPER
219 W. Monroe St.
CHICAGO, ILLINOIS.

MY NEW CENSUS CHART OF CANADA

Will get you paid in advance subscriptions.
Write to-day for samples and terms.

S. BLAKE WILLSDEN
Newspaper Circulation Features
32 So. Wabash Ave., CHICAGO, Ill.

FOR $25.00 A YEAR YOUR ADVERTISE MENT INSERTED

IN ONE OF THESE SPACES WILL GO TO THE EXECU-

TIVE HEADS OF 80% OF THE PRINTING PLANTS OF CANADA

GASOLINE ENGINES.

London Gas & Power Co., London, Ont.
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Toronto Machine Tool & Plating Works, 2 Britain St., Toronto.

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Samuel Jones & Co., 7 Bridewell Place, London, England.

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Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

KEYBOARD PAPER.

Colonial Company, Mechanics Falls, Me., Keyboard paper for the Monotype.

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Printers' Specialties, Ltd., 52 Spadina Ave., Toronto.

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Barber-Ellis, Ltd., Wellington St. W., Toronto
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Buntin, Gillies & Co., Ltd., Hamilton, Ont.
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Canada Paper Co., 112 Bay St., Toronto.
Cauldwell, Wm., Paper Co., Montreal, Que.
Champion Coated Paper Co., Hamilton, Ohio.
Consolidated Lithographing Co., Ltd., Montreal, Que.
Dickinson, John & Co., London, England, and 216 Lemoine St., Montreal, Que.
Douglas & Ratcliff, Ltd., 30 W. Market St., Toronto.
Gage, W. J., & Co., 84 Spadina Ave., Toronto.
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Jones, Samuel, & Co., 7 Bridewell Place, London, England, and Waverley Park, New Jersey, N.J.
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Olive & Partington, Ltd., Manchester, Eng.
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Ticonderago Pulp & Paper Co., Rooms 934-936 200 Fifth Ave., New York, N.Y.
White Paper Co., James, 219 Monroe Street, Chicago, Ill.
Wilson, Munroe & Co., Ltd., 106 York St., Toronto.
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King, A. R., Mfg. Co., Kingston, N.Y.
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A. E. WYTHE Main 3755
TORONTO MACHINE TOOL AND PLATING WORKS
Agents Cutler Mailing System
Agents M. M. Motor Cycle
GENERAL MACHINISTS
Printing presses repaired and parts made Dies and tools of all kinds made. Presswork and stamping Gas and gasoline engine work Gears iron, steel, rawhide or fibre All work promptly attended to Polishing, buffing, and lacquering. Nickel brass and copper plating. Copper oxidizing antique finishes
2 Britain St., Cor. George St., Toronto

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Ransom Engraving Co., Winnipeg, Man.

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Canada Printing Ink Co., Ltd., 15 Duncan Street, Toronto.

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Bush, Chas., Ltd., 16 Sheppard St., Toronto.
Canada Printing Ink Co., 15 Duncan St., Toronto.
Dominion Printing Ink Co., Adelaide St. W., Toronto.
Hellmuth, Charles, 154 W. 18th St., New York,
Manton Bros., 105 Elizabeth St., Toronto.
Printers' Ink Jonson, 17 Spruce St., New Yory City.
Queen City Printing Ink Co., 105 Davenport Road, Toronto.
Shackell, Edwards & Co., 127 Peter St., Toronto.
Sinclair & Valentine, 1 Mincing Lane, Toronto.

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Eastern Sales Co., 1523 People's Gas Bldg., Chicago, Ill.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

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Toronto Machine Tool & Plating Works, 2 Britain St., Toronto.

TAGS.

Dennison Mfg. Co., 26 Franklin St., Boston, Mass.

TYPE CASTING AND TYPESETTING MACHINES.

Canadian Linotype, Ltd., 36 Lombard St., Toronto.
Lanston Monotype Machine Co., Philadelphia, Pa.
Thompson Type Machine Co., 624-632 Sherman St., Chicago, Ill.
Universal Typemaking Machine Co., 321-323 North St., Chicago, Ill.

TYPE FOUNDERS.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Blackfriars Type Foundry, 154-156 Blackfriars Rd., London S.E., England.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., Canadian Branch, 122 Bay St., Toronto, Canada.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

WOOD GOODS.

Hamilton Mfg. Co., Two Rivers, Wis.



MAKE MONEY by attaching **NEW CENTURY FOUNTAINS** to your jobbers. The perfection of fountains. Will increase press output from 3,000 to 5,000 a day on steady runs. No readjusting after washup or when changing impressions. One-screw ink feed. One-screw roller contact. Will not mark the prints. Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench. Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS—*More Impressions* and *Better Work*.
For Chandler & Price, Challenge, and Gordon Presses

Get a descriptive circular from your dealer. **THE WAGNER MFG. CO., Scranton, Pa.**

TORONTO TYPE FOUNDRY CO., LIMITED, Sole Selling Agents in Canada

First Class Printing——

can only be had by using first class materials. Your job will not be of the highest quality even if printed on the very best of paper unless you use first class ink.

When a man is buying good printing he is usually willing to pay a fair price for the work. In the same way when a Printer is buying Ink for a good job of Printing, he ought to be willing to pay a fair price.

Canadian Half - tone Black——

is a really good black ink at a fair price. We are quite willing to send anyone a trial order on the understanding that if not satisfactory it will not be charged for.

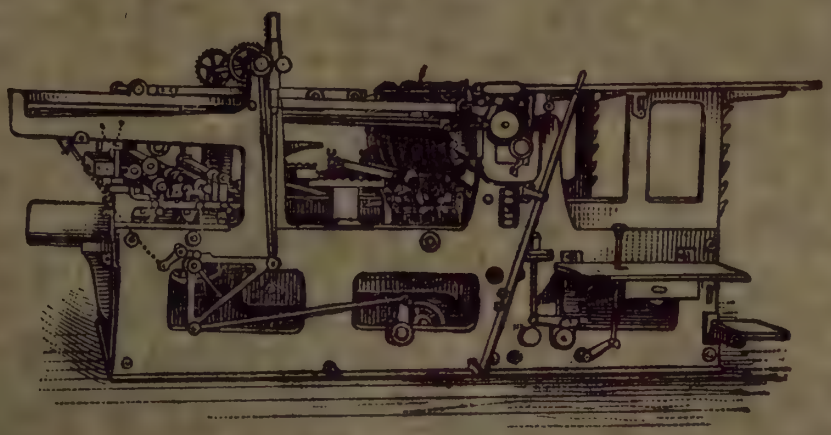
CHARLES BUSH, Limited

Manufacturers of

PRINTING AND LITHO INKS

16-18 Sheppard St. - Toronto, Canada

THE BABCOCK "OPTIMUS" NO. 43



Our No. 43 Optimus has all the advantages of our high speed, two roller Pony, and will print anything from a postal card to a 25 x 38 sheet, and successfully compete, both in quantity and quality of work, with large two revolution machines.

The distribution is not equalled in any other small press nor bettered in the larger machines.

No. 43 is built with the same care as to Strength, Durability, Accuracy and Speed that characterizes all Optimus Presses.

It occupies little room; stands low; is conveniently handled, and is the most profitable and satisfactory small press for big business in the market.

See No. 43 at work.

The machine itself is a better advertisement than anything printed about it.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY

NEW LONDON, CONNECTICUT NO. 38 PARK ROW, NEW YORK CITY

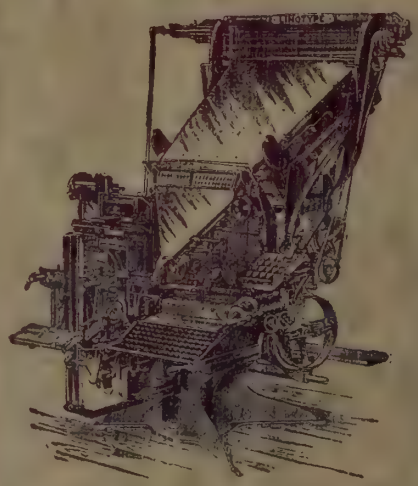
MILLER & RICHARD

GENERAL AGENTS FOR CANADA

Toronto, Ont. Winnipeg, Man.

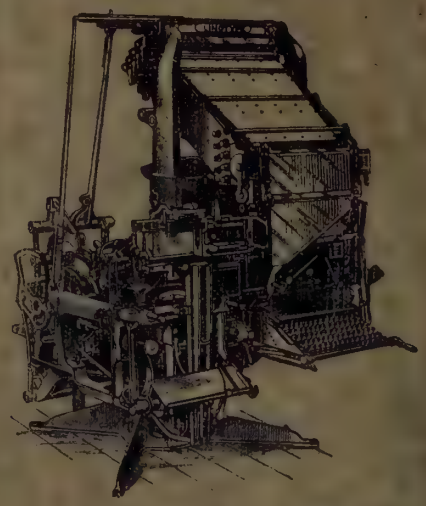
MULTIPLE MACHINES

CAREFUL FIGURING SHOWS THAT A LINOTYPE WILL EARN ITS COST IN THE TIME ALLOWED FOR PAYMENT—



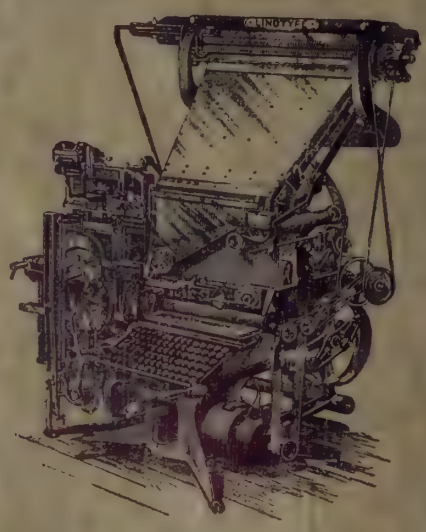
Quick-change Model 8
Three-Magazine
Linotype

By Preventing Losses;
By Increased Product;
By Freeing you from the Eternal Drain of Buying Type and Sorts;
By Enlarging your Facilities



Quick Change Model 9
Four-Magazine
Linotype

LINOTYPES



Model 10

Two-Letter Single Magazine Model 10 Linotype. A New Machine for the Weekly Publisher.

PRICE $2250

Easy Terms of Payment

SEND FOR ILLUSTRATED CATALOGUES

Canadian Linotype Limited

Formerly MERGENTHALER CO., LIMITED

35 Lombard Street : TORONTO, ONT.

Vol. 21 Toronto, February, 1912 No. 2

PRINTER & PUBLISHER



The MacLean Publishing Company Limited

Advertisers Paper Mills

James Gibson Taylor, President

Makers in Holyoke *of* Fine Printing Papers *for* Advertisers



OUR line of "Made in Holyoke" printing papers is the largest and most comprehensive line of **high standard** cover and text papers made by any mill in America. So far as we know we are the only paper makers in the world making a study, as experts, of the needs of advertisers and adapting our product to those needs. Following is a partial list of our brands, which are for sale by paper merchants in the large cities of the United States, Canada, and Great Britain. Printers and **Advertising Managers** who have no samples of these papers should write us.

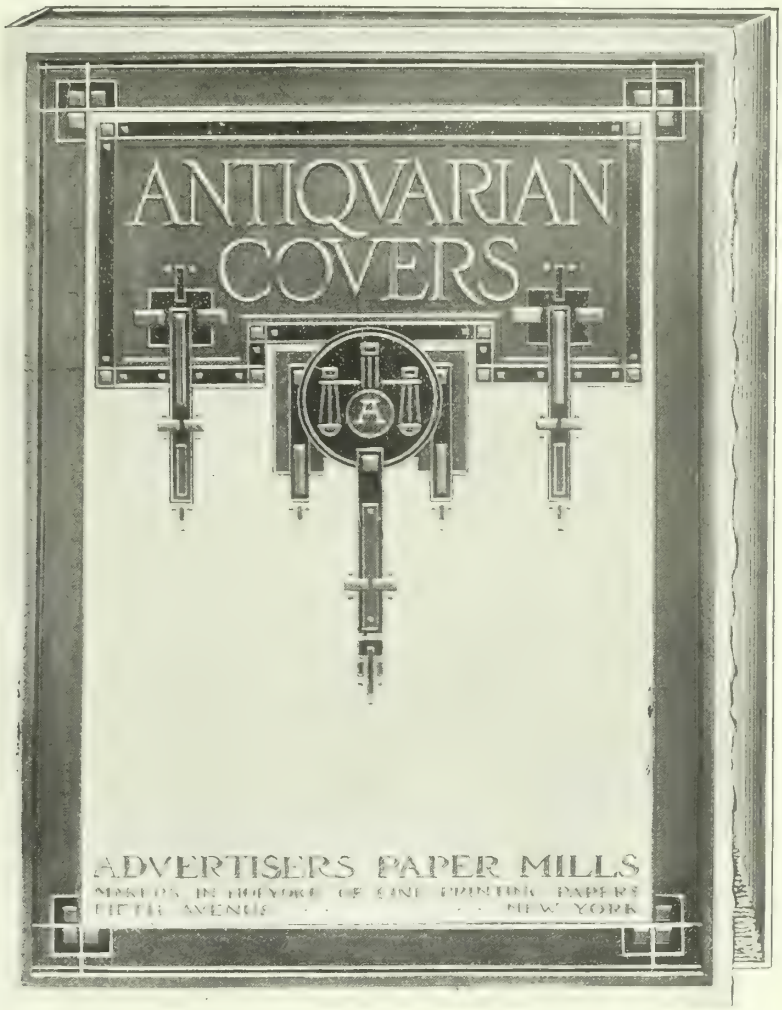
Advertisers Covers
Antiquarian Covers
Aeolian Covers
Adair Covers
Cloth-of-Gold Covers
Chippendale Covers
Druid Covers
Cadmus Covers
Holyoke Covers
Advertisers Text
Old Veda Book
Booklovers Text
University Text

ADVERTISERS PAPER MILLS

Makers in Holyoke of Fine Printing Papers

FIFTH AVENUE BUILDING NEW YORK

LONDON—10 and 11 Wardrobe Chambers, Queen Victoria St., E. C.



Above we have tried to picture the cover of THE BOOK OF ANTIQUARIAN COVERS. This book measures 9½ x 12½, and contains 36 separate and distinct cover design suggestions in from one to six colors and embossed, all of them good, some of them wonderful. The book is an education and a copy of it awaits your call.

ADVERTISERS PAPER MILLS
Makers in Holyoke of Fine Printing Papers
FIFTH AVENUE BUILDING NEW YORK

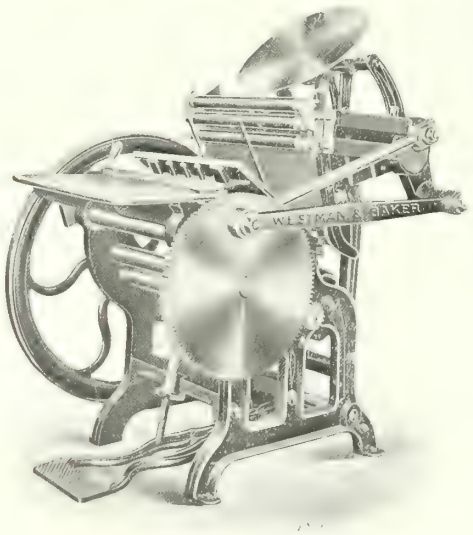
Canadian Agents for ANTIQUARIAN COVERS:
The Brown Bros., Limited, Toronto
Howard Smith Paper Co., Montreal

Do You Believe in Saving Money?

Of course you do. Do you think you are saving money if your composing-room and pressroom are not properly equipped? You know you are not. Then, Mr. Printer, don't you think it would be good policy and sound saving sense to add that necessary Cabinet, Stone, Furniture Case, Reglet Case, or just that little requisite that will facilitate the quicker turnover of that job? That's where the saving comes in—the having the equipment. Your foreman will be glad to talk the matter over with you. The cost may not be large, in fact may only be a trifle, but the installation of any and every time saver in your plant means "Saving Money."

Write us for Prices on Hamilton Wood Goods for the Printer. We carry a large stock.

Solving Your Press Troubles



The Westman & Baker Gordon, with its Simple Mechanism, is Free and Fast Running, has Perfect Ink Distribution, is easily adjusted and made ready and will print perfect register work properly.

Install an Improved W. & B. Gordon and solve your Press-room trouble.

WE ARE SOLE AGENTS FOR CANADA

STEPHENSON, BLAKE & CO.

C. H. CREIGHTON, Manager for Canada

122 Bay Street - TORONTO

"These Presses Have Given Perfect Satisfaction"--Needless to say they are Miehles.

The Benallack Litho. & Printing Co., Limited
MONTREAL

June 17th, 1911

The Toronto Type Foundry Co., Limited,
70 York Street,
Toronto, Ont.

Gentlemen:--

We have in operation at present two Miehle Presses as undernoted:

Press #2, Serial, #4808
" #3, " #6617

These presses have given perfect satisfaction, and we have no hesitation in recommending them to anyone contemplating the purchase of a first-class machine.

Yours respectfully,

THE BENALLACK LITHO. & PTG. CO., Limited

W. J. Benallack,
President

American Bank Note Company
OTTAWA

June 16th, 1911

Toronto Type Foundry Company, Limited
70 York St.,
Toronto, Ont.

Dear Sirs:

Replying to your favor of the 16th instant, the serial number of our Miehle Press as given on the name plate is as follows:

Press No. 1-Pony; Serial #7144

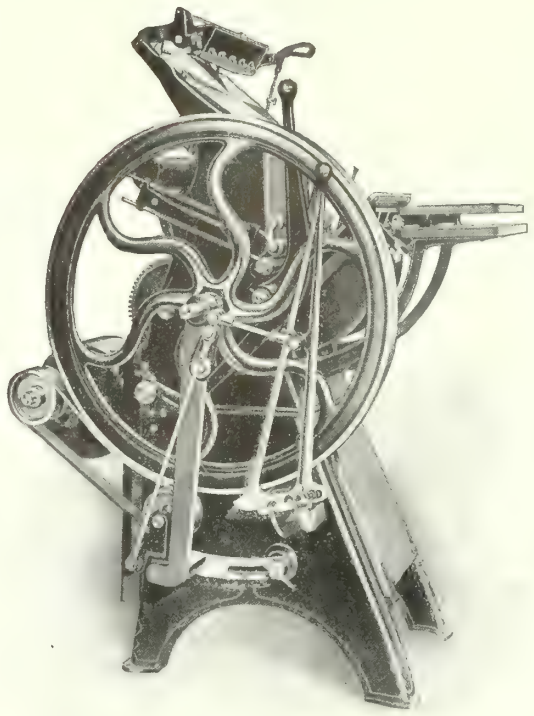
We are glad to report that this press is giving us every satisfaction.

Yours respectfully,

Jose A. Machado,
General Manager

The originals of these letters can be seen at the Toronto office of THE TORONTO TYPE FOUNDRY CO., Limited

Only Productive Time Pays You You Pay For Both



HERE'S THE IMPORTANCE OF PLANT EFFICIENCY

For efficiency we recommend the Improved Pearl Press for small work. It is designed to give the greatest possible amount of **productive** time and, by its use in the production of small work, time is reduced to that point where it is only absolutely **necessary time** consumed in its operation.

The **necessary time** is reduced to the minimum by the high speed, long feeding dwell, quick make-ready and unequalled features for continuous operation which are found in the

IMPROVED PEARL PRESS

Every print shop, large or small, shou'd have one or more Pearl Presses for small work. The installation of one of them in your plant would mean one big step upward in your ideals for plant efficiency – a basis for reasonable cost—a **real** salary and an **honest** profit.

Ask for Booklet "Speed Capacity and Quality."

Golding Manufacturing Co.
Franklin, Mass.

PRESSES

GOLDING JOBBER The most highly developed type of the modern Job Printing Press. Unequaled for Quality and Qantity of Product. 8x12 to 15x21 inside of chase.

PEARL A small press for small work. Easy running. High Speed. Low Cost. Big Producer. 5x8 to 9x14 inside of chase.

OFFICIAL Hand Press. Simple in construction. Easy to operate. 4x6 to 8x12 inside of chase. Special made for printing imprints on large sheets.

EMBOSSER Prints, Embosses or Stamps. Impressional strength, 120,000 lbs. Electric or Steam hot-bed. Size 9x13 ins.

SEMI-AUTO Prints in one, two or three colors, 3000 to 10,000 impressions an hour with one feeding. Will do any three of the following operations; print, emboss, cut, score, punch, rule or perforate.

SPECIAL for printing on wood up to 1 in. thick and for using large numbering machines.

CUTTERS

AUTO-CLAMP The latest, strongest, most convenient to operate and only self-adjusting clamp. Sizes, 30 and 36 in.

GOLDING POWER Modern design. Strong and powerful. Roller bearings. Double shear movement. 26, 30, 34 and 36 in.

HAND ROTARY Similar in construction and easily changed to a power cutter. The Roller Bearings saves 10 per cent of the power. 25, 30 and 34 in.

GOLDING LEVER Most powerful Lever Cutter made. Convenient to operate and accurate. 25, 30 and 34 in. Easily changed to power.

PEARL A small hand lever Cutter for small work at a moderate price. Sizes, 13 and 19 in.

BOSTON SHEARS With off-set hinge to allow cutting long strips. Balanced handle to avoid danger to operator. Sizes, 8, 12, 24 and 36 inch.

TOOLS

MITERERS With standard set for right angle, triangle, square, hexagon and octogon. Also with standard gage set by six point.

CURVERS The most convenient and accurate tool for making curves, circles, ovals. These curved corners were made with it.

RULE and LEAD Cutters that have a world-wide reputation for their excellence of design and construction. The Original Little Giant Lead and Rule Cutter.

TABLETING PRESS The most convenient and quickest to operate for making tablets or bundling.

BENZINE CANS Steel Cans with safety valves. Strongest, safest and most convenient. Saves 10 per cent on insurance.

COMPOSING STICKS For news and job work. Standard set with time-saving features unequaled.

Golding Machines and Tools combine the perfection of over forty years experience in their manufacture and have a world-wide reputation for their original design and superior construction.

GOLDING MANUFACTURING CO. - Franklin, Mass. U. S. A.

B.T.F. TYPE
FOR CANADIAN PRINTERS.

Is CHEAPER than leading British and American Founders.
Is cast on the POINT SYSTEM.
Is cast in Hard and Durable Metal.
Is BRITISH MADE ENTIRELY.
Is in use in all British Colonies.

Metal and Steel Furniture, Quotations, Clumps, &c.

Every Single Piece Tested before leaving the Foundry.
TRUE to POINT ALWAYS.
All cast in our Model Foundry.
Accurate, Reliable and Durable.

PROMPT DELIVERY is assured as all Shipper Indents are executed by Return Steamer.

Send NOW for complete Specimen Book, mailed free on receipt of Trade Card.

THE BLACKFRIARS TYPE FOUNDRY, Ltd.,

154, Blackfriars Road, LONDON, ENGLAND.

Cablegrams: "GIRASOLE, LONDON." Codes: A B C & WESTERN UNION.

THE FOLLOWING PREAMBLE *and* RESOLUTIONS WERE PASSED *by the* BOARD *of* TRADE DEPARTMENT OF THE BOSTON TYPOTHETAE BOARD OF TRADE AT A MEETING HELD DECEMBER 7, 1911:

WHEREAS: the machine hour costs collected by the various printing trades associations are no more an indication of the relative efficiency or profitableness of different types of printing machinery than they are evidence of the ability of the proprietors of the different offices from which these figures were obtained, and

WHEREAS: it is impossible to draw any conclusions from these hour costs without complete information as to the conditions under which the machines are operated, the kind of work on which they are used, and the number of productive hours, it is hereby

RESOLVED: that we place ourselves squarely on record as being opposed to manufacturers of machinery using these figures to substantiate claims for low production costs, which not only defeat the very object for which these figures were obtained, but also mislead purchasers of machinery; and be it further

RESOLVED: that advertising machinery on the basis of "decrease your costs, make lower prices to get business, etc." is detrimental to the printing industry and should be discontinued by all parties selling machinery.

THESE RESOLUTIONS WERE LATER ADOPTED BY

BEN FRANKLIN CLUB OF CHICAGO.
NEW ENGLAND COST CONGRESS.
BEN FRANKLIN CLUB OF CLEVELAND.
GRAPHIC ARTS CLUB OF PORTLAND, ME.
MIDDLE ATLANTIC STATES COST CONGRESS.

These High-Grade Catalogues Are *All Different*—Yet *All Alike!*



THE above illustration shows a few of the Catalogues and Booklets which formed part of *the only paper exhibit* at the recent New York Business Show. These specimens were gathered from all parts of the country. They were produced by big and little printers, for big and little advertisers. They represent the widest possible variety in design, treatment and use. But in one respect they are *all alike*. They are *all* printed on BUCKEYE COVERS.

The printers who produced these books, and the advertisers who paid for them, had many and diverse ideas as to size, shape, typography, illustration, etc. But on the cover question they were as one man. They used BUCKEYE COVERS because they found them *best for the purpose regardless of price*—easier to print, and far more effective when printed than even the most costly cover stocks.

If *you* still think that high-priced covers are necessary for high-grade work, or that variety can only be had by using a different *make* of cover for each job—it will pay you to write *now* for our box of "BUCKEYE PROOFS," containing an assortment of the actual covers which are illustrated above. These proofs will *prove* to you, more conclusively than any argument, that you positively *can* give your customers better work at better prices, and make more money for yourself at the same time, by using BUCKEYE COVERS.

Sample Book No. 1 shows SINGLE THICK weights in three finishes.
Sample Book No. 2 shows the new DOUBLE THICK and RIPPLE FINISH.
Either book or both, with the "Buckeye Proofs," sent free on request.

DEPARTMENT P.

THE BECKETT PAPER COMPANY

Makers of Good Paper in Hamilton, Ohio, since 1848

HOWARD SMITH PAPER CO. LIMITED
MONTREAL.



JOHN MARTIN PAPER CO.
WINNIPEG.

THIRD YEAR

A Ready Print Service Edited by Journalists for Readers in Western Canada

Western Ready Prints

WINNIPEG, MAN.

Larger Facilities – Greater Efficiency. We can supply you with Ready Prints of any size in any number of pages.



COMPOSING ROOM.

CUSTOMERS IN ALL PROVINCES, GREAT LAKES TO VANCOUVER ISLAND.

WESTERN READY PRINTS

(Winnipeg Saturday Post, Ltd., Proprietors)

706 Broadway - WINNIPEG, MAN.

Western Ready Prints

WINNIPEG, MAN.

THIRD YEAR

No Plate Matter used—every line of type set on our own linotypes.

Use Western Ready Prints Service and increase the value of your paper to your subscribers and to your advertisers.

WRITE US FOR PARTICULARS TO-DAY. NOTE ADDRESS BELOW.



PRESS AND SHIPPING ROOM.

WESTERN READY PRINTS

(Winnipeg Saturday Post Ltd., Proprietors)

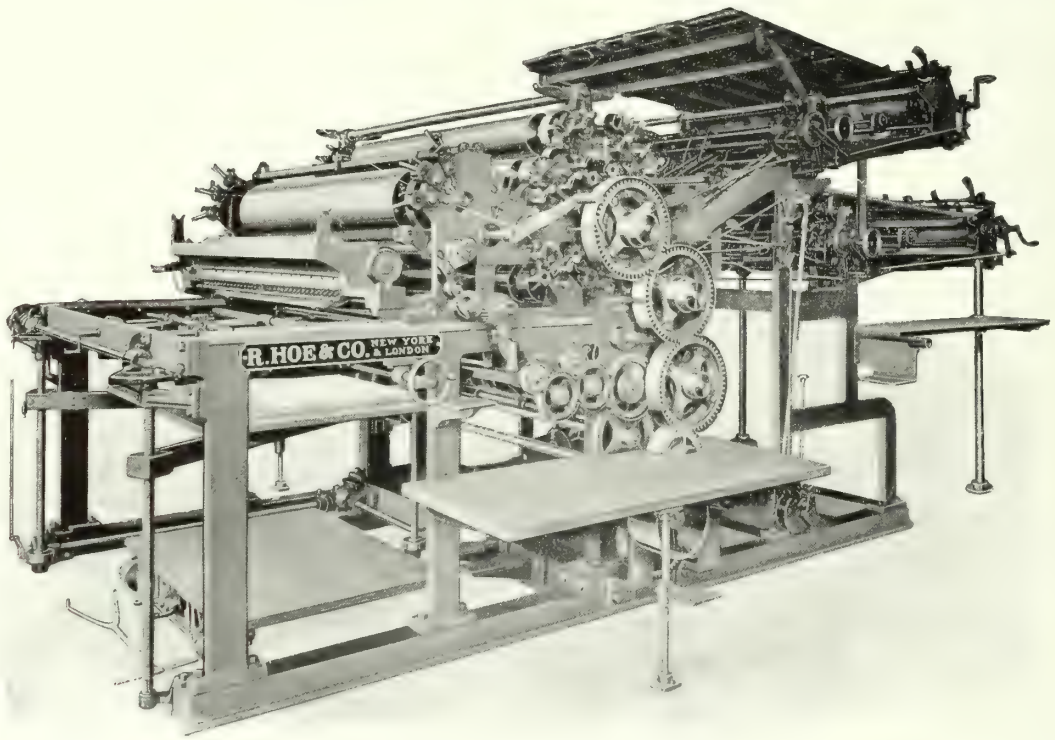
706 Broadway - WINNIPEG, MAN.

A Revolution in Printing Mechanism

NEW FAST-SPEED, SHEET-FED

ROTARY ART PRESS

For High Grade Printing



A Radical Departure in Sheet-Fed Rotary Presses, introducing a new principle which doubles the output without increasing the running speed. Prints at every revolution of the cylinders and does the finest work at rotary speed.

If you have long runs of high grade periodical, magazine, catalogue, book or job printing, you cannot afford to be without this new Continuous Printer.

For further particulars apply to

R. HOE & CO., 504-520 GRAND STREET, NEW YORK, N.Y.

7 Water Street, BOSTON, MASS. — 7 South Dearborn Street, CHICAGO, ILL. — 109-112 Borough Road, LONDON, S. E., ENGLAND — 8 Rue de Chateaudun, PARIS, FRANCE

The Printing Art

"The Fashionplate of Printerdom"

THE HANDSOMEST
PRINTING TRADE JOURNAL
PUBLISHED

DESIGN, typography, color work, engraving and other features are fully covered each month. It is a magazine that interests equally the employing printer, compositor and pressman as well as the publisher, engraver and booklover.

Canadian subscriptions $3.75 per year. A sample copy will be sent to any reader of PRINTER AND PUBLISHER on receipt of ten cents if this advertisement is mentioned.

The Printing Art
CAMBRIDGE, MASS.

Our "Reliance" Series of Trichromatic Inks Is the Best on the Canadian Market.

You should try them.

These colors are
Permanent, Varnishable and Gelatinable.

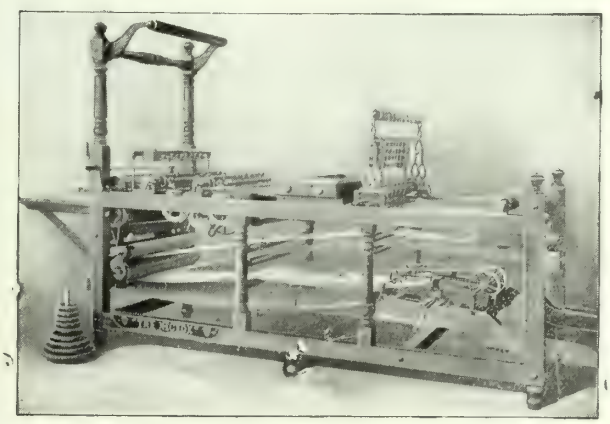
SHACKELL, EDWARDS & CO., LIMITED

MAKERS OF
FINE PRINTING and LITHO INKS
SINCE 1786

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HICKOK RULING MACHINES

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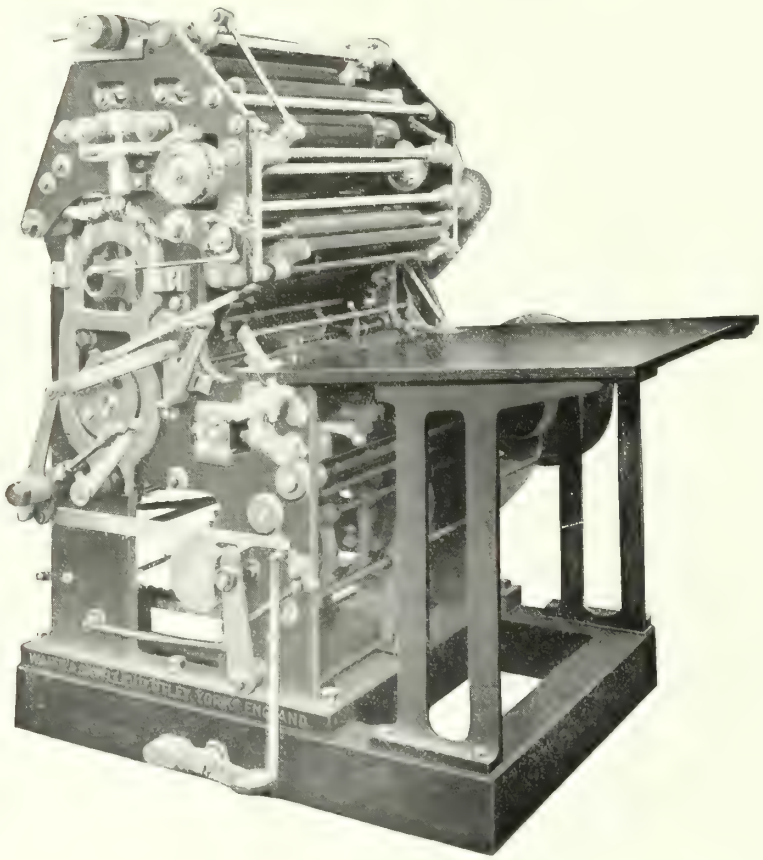
Signature Presses
Standing Presses
Embossing Presses
Backing Machines

SOLE AGENTS

MILLER & RICHARD

The "Waite" Offset Press

PRINTS COLORS IN REGISTER



WHAT WE GUARANTEE THE "WAITE" WILL DO:

1. Will Print Color Work in Register.
2. Will have an output up to 3500 per hour.
3. With Rotary Feeder attached, either hand or automatic feeding can be done.

Do not purchase an offset press without first communicating with us about the "Waite."

Toronto Type Foundry Co., Limited

TORONTO MONTREAL WINNIPEG CALGARY REGINA

An Epoch in Coated Paper Making

National Paper Company Limited

MANUFACTURERS OF

High Grade Enamel Book, Lithographic and Coated Label Papers

Offices and Factories: Valleyfield, Que.

Announcement

WITH the object in view of manufacturing coated paper stock of unequalled quality, we have recently erected a modern factory, equipped it with the very latest approved machinery and devices. Our business heads have the experience that fits them to know exactly the requirements of the trade, and with that end in view our efforts are being turned to the making of high-grade Enamel Book, Lithographic and Coated Label Papers, the equal of which has never before come to the notice of the printing trade in Canada.

The utmost care is taken in the selection of raw material and the vigilance exercised in the various stages of manufacture insures an evenness of color and a uniform, well-filled printing surface on both sides of the sheet.

Every printer and publisher should at least become acquainted with our product, you will find the benefit is all yours—*The price is right.*

Sample sheets and full information on application.

National Paper Company, Limited

Valleyfield, Que.

TORONTO OFFICE: 64 WELLINGTON STREET WEST

The Duplex Tubular-Plate

Our Customers Write Our Ads

After Investigation:

Asbury Park, N.J., Sept. 25, 1911.

Gentlemen,—In giving you my order for a 20-page Duplex Tubular Plate Press, I want to say that it was not price that landed me. The machines offered in competition were the ———, which I would not consider on account of columns running lengthwise of the cylinder, half-speed mechanisms, etc., and the ———, which is not a single plate press except for half-speed production. I need full speed, particularly on days when we print more than ten pages. Later I visited a pressroom where one of the above presses was in operation. They were printing at a speed of only 9,000 per hour, a 12-page paper consisting of two 4-page sheets and two 2-page sheets, which were cut above the former and carried down to the folder by tapes. This sort of mechanism would, I know, cause trouble.

Before purchasing the Duplex, I had my name on the mailing list of about fifteen papers using the same machine, and received their copies daily for one month, not selected samples, but average product just as it came from the machine. I found that the presswork was uniformly good where competent pressmen and stereotypers were employed. Being still unsatisfied, I appealed to a personal friend of mine, who, by the way, is an officer of a leading printing press manufacturing concern in the East, and he in turn directed me to a personal friend of his, who was using the first Duplex Tubular Plate Press ever built. The reply of this publisher was positively to the effect that he was well satisfied and pleased with the press, and copies of his paper were submitted in evidence. I saw the first run on a 20-page Duplex Tubular Plate Press at the Cedar Rapids, Ia., Gazette office, and have since seen your machine of other sizes running in New York City and Brooklyn. I am now finally convinced of the superiority of your machine to the extent of paying you more money than any other press carrying a similar number of plates would cost.

Wishing you the success you deserve, I am,

Very truly your,
J. L. KINMONTH.

After One Year's Use:

Huntington, W. Va., December 20th, 1911.

Gentlemen,—I am to-day sending you copy of the Advertiser to show you what the Duplex Tubular Plate Press is doing for us after a year's operation. It has just been one year since we started this press and the same rollers that came with the press are still in use. I have not changed my opinion that this is the greatest piece of printing machinery built in the world. It has not given us the slightest trouble.

Wishing you a Merry Christmas and with kindest regards, I am,

Yours truly,
J. H. LONG, Pub'r "Advertiser."

Write us for full information. Our new catalog can be had for the asking.

THE DUPLEX PRINTING PRESS COMPANY

Main Office and Works:
BATTLE CREEK, MICHIGAN

LONDON
Linotype & Machinery Ltd.
188 Fleet Street, E. C.

NEW YORK
World Building

PARIS
Linotype & Machinery Ltd.
10 Rue de Valois

General Agents for Canada:

MILLER & RICHARD

TORONTO MONTREAL WINNIPEG VANCOUVER

THE DUPLEX JUNIOR

Flat-Bed Perfecting Press

WE are happy to announce that we are bringing out a very simple but very efficient Flat-Bed Perfecting Press especially designed for that class of newspapers whose circulation hardly justifies the installation of our well-known rapid Flat Bed Perfector, but which is too large to be satisfactorily cared for on a hand-fed machine.

This press will embody the best features of our higher priced machine, now familiar to publishers throughout the world, and will be constructed with the skill and superior knowledge of the requirements of flat-bed perfecting machines, acquired by more than twenty-five years of successful experience. The workmanship will be of the "DUPLEX QUALITY," now the recognized standard of excellence.

It will print either four, six or eight pages.

The speed will be about 4,000 per hour.

THE PRICE WILL BE $3,500

Duplex Printing Press Company

Main Office and Works

BATTLE CREEK, MICHIGAN

LONDON
Linotype & Machinery Ltd.
188 Fleet Street, E.C.

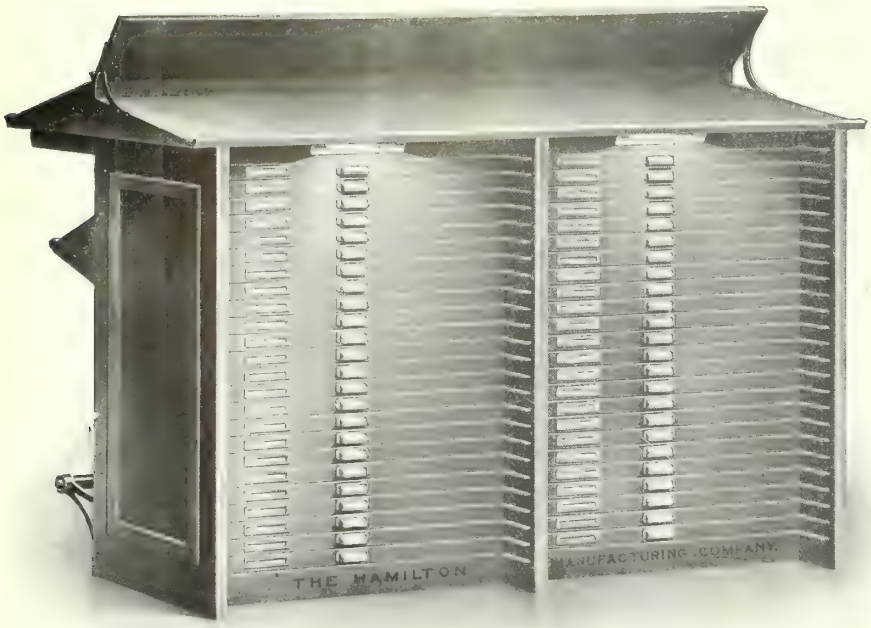
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TORONTO AND WINNIPEG

Hamilton Steel Goods



The popular Tracy Cabinet in all-steel construction

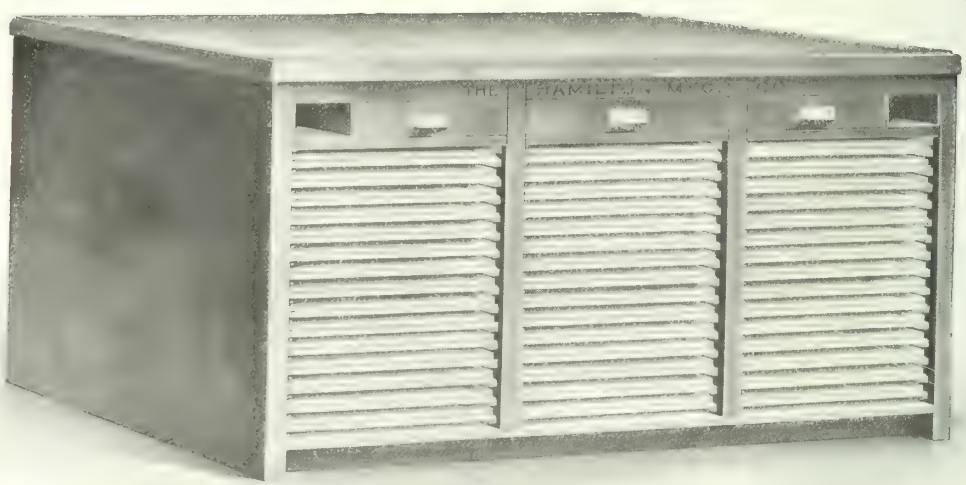
Thirty years ago Mr. J. E. Hamilton commenced the manufacture of wood type on a small scale. This little venture eventually developed through the Hamilton Mfg Company into the full line of Hamilton's Wood Goods now in use in every printing plant in practically every country where the art of printing has made material progress.

The things that have made this possible are, primarily, practical construction and high quality, linked with economical production.

Experts have been created by these years of effort and success—a wonderful corps of trained men, and it is this remarkable organization that now offers you Hamilton Steel Goods made in the same painstaken manner as our product of wood with added advantages of fire resistance; a greater lifetime of wear and increased capacity—the furniture for the printer who thinks of the future as well as the present—a line that we are proud to produce and the printer will be proud to have in his plant.

Look for our colored supplement in the March issue of the printing trade journals showing additional designs of Steel Furniture. Let us have your specifications for new equipment required to put your plant on an economical basis Estimates will be furnished promptly.

The All-Steel Imposing Frame here illustrated is a standard piece of furniture and is but one of many styles we are ready to furnish. The letter-boards are of pressed steel. This frame gives a storage space of 415 square feet and occupies a floor space of 26 square feet. This is by far the greatest amount of storage surface we have ever been able to furnish within so small a floor space.



All-steel Imposing Frame with semi-steel surface and pressed-steel Letter Boards

Ask for a copy of "COMPOSING ROOM ECONOMY," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing plants in the United States

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Toronto Type Foundry Co.: Toronto, 70 York St.; Montreal, 345 Craig St. W.; Winnipeg, 175 McDermot Ave., E.; Calgary, Alberta; Regina, Saskatchewan.; F. S. Lister, Fredericton, N.B.

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A VALUABLE LINE GUAGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

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You must turn out your work quickly and it must be well done, and this necessitates the use of up-to-date machines.

The Keystone hand lever cutter has no equal for turning out work expeditiously and accurately.

USERS SAY THE KEYSTONE HAND-LEVER CUTTER DOES MORE WORK AND BETTER WORK THAN ANY OTHER HAND LEVER MACHINE BUILT TO-DAY.

Get a "KEYSTONE" and outdistance your competitors by prompt service and superior quality of work made possible by the use of this machine.

Keystone cutters are well known for their simplicity of construction, ease of adjustment, accuracy and durability.

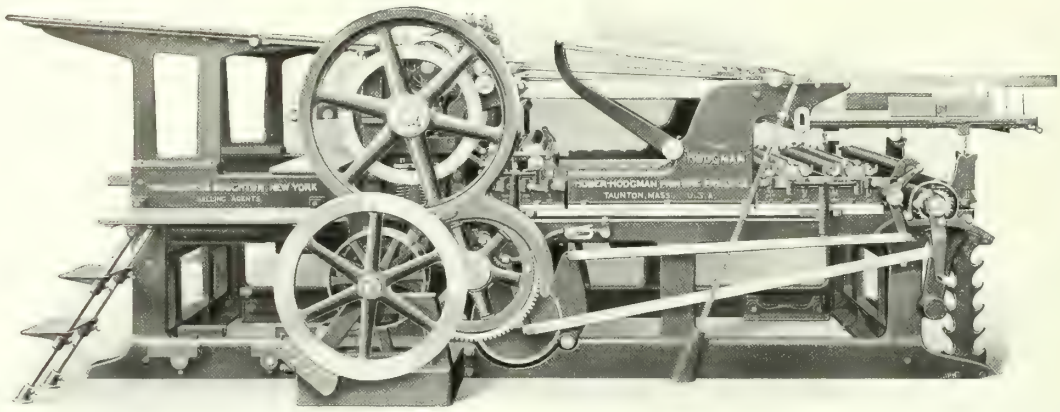
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Builders and Designers of Paper Cutting Machines, Embossing Presses of all kinds, Die Cutting Presses and Bookbinders' Machinery.

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THE NEW
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BUILT BY

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WE don't advertise every sale we make, but we do furnish a lot of the best printing presses to a lot of the best printers in the country, and if you use Hodgman presses you know why; if you do not use them, it will pay you to hunt that "why" immediately.

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Van Allens & Boughton

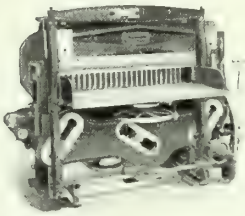
NEW YORK

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343 So. DEARBORN STREET, CHICAGO

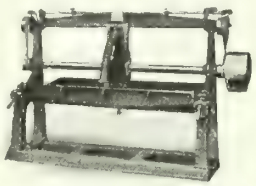
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Makers of Highest Grade Machinery for Bookbinders, Printers, Lithographers, Paper Mills, Paper Houses, Paper-Box Makers, etc.

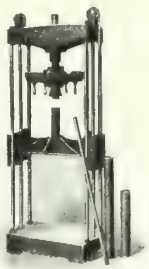
Embracing—Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers.



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THE SEYBOLD 20TH CENTURY CUTTER—our leader, and the perfection of cutting machinery. An automatic machine throughout. Illustration shows 38 in. 44 in. and 50 in. sizes. A Clamp with power applied to both ends of machine. Equipped with a high speed steel chain driven Back Gauge. Has the Seybold patented safety locking device for preventing accident. Can be supplied in either commercial or paper mill type.



THE SEYBOLD AUTOMATIC KNIFE GRINDER removes barely sufficient metal to put a keen edge on the Knife, consequently effecting a great saving in Knives. The Knife is bolted securely to a rigid bed, and the wheel traveling constantly in water, back and forth, insures not only straight lines and accurately ground Knives, but also reduces greatly the possibility of disturbing the temper. This type built in two sizes, 46 in. and 62 in.

THE SEYBOLD BALANCED PLATEN STANDING PRESS—the Platen is detached from the screw, the space between screw and Platen being filled with steel tubing of required length. In this manner pressure may be instantly applied, thus doing away with the old laborious method of blocking. Built in two sizes, 21 x 27 in., 25 x 37 in.





THE SEYBOLD BENCH LEVER STAMPER—a powerful and compact Stamper provided with all modern conveniences for embossing and gilding. The base and frame being a single casting, rigidity is insured, and consequently clear, sharp and accurate work follows.

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THE SEYBOLD HAND BACKING MACHINE—one of the most useful machines in a bindery for backing books, sawing out books, and as a press for holding books while the edges are being colored. A strong and well constructed machine. Length of jaws is 24 inches.

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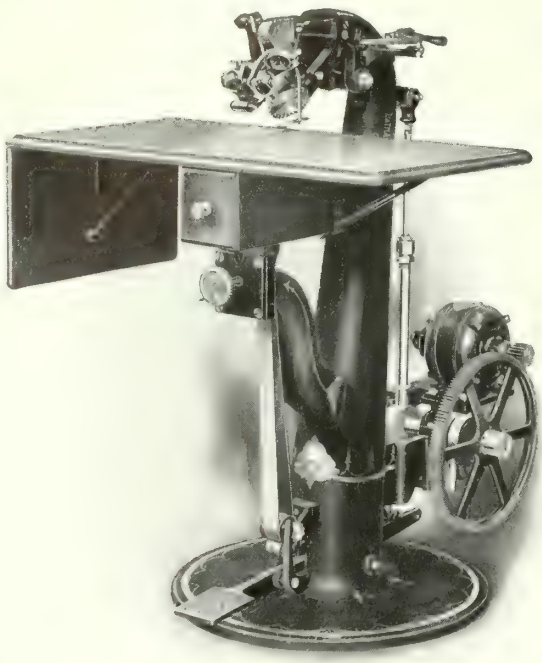
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Paging and Numbering Machine

EVERY MOTION IS POSITIVE



Monitor Paging and Numbering Machine

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Gives same impression on one sheet as on fifty.
Heavy substantial head.
Can be made new after years of use by recutting.
No lost motion or back lash.
Dust proof heads.
Few parts.
Easy to operate.
Put on trial against any other make.
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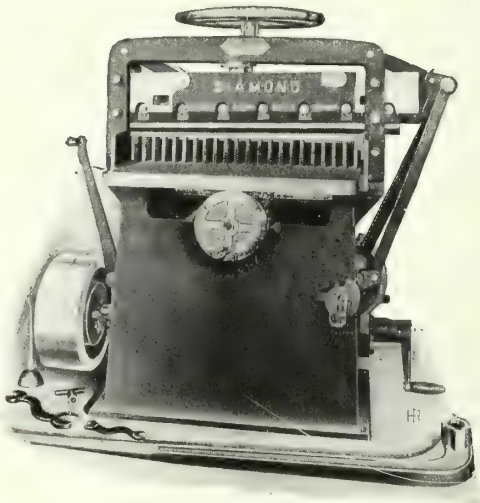
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VERY ECONOMICAL.

Send your ROLLER CORES to one of our three factories, whichever is most convenient.

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OF CANADA, LIMITED

MONTREAL **TORONTO** **WINNIPEG**

CANADA PAPER CO.
LIMITED

COLORED PAPERS A SPECIALTY

Montreal Toronto
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THIS IS MORE THAN A TRADEMARK

On a package of paper it is a guarantee that the contents are as represented and that they have been made by one of the best Paper Mills in the country under the best conditions.

TRADE MARK

This design a guarantee of quality

Canada Coating Mills, Limited
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Coated Papers

Satin finish book, enameled surface.
Regular catalogue book in white and tints.
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Blanks, coated one and two sides.
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We make our own raw stock which means quick deliveries on all mill orders, especially on special sizes and weights.

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ONE OF THE TEN LINES OF NIAGARA COVERS

ATTRACTIVE papers for catalogue covers, booklets and announcements. Made of all rag stock, in cheviot effect, and carried in six colors and two weights. The light weight is also much used for lining and facing purposes.

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The Universal Type-Maker

IS A TIME-SAVER
A MONEY-MAKER
A CUSTOMER-PLEASER

It gives the printer complete independence in type supply, and enables him to use all his metal to the best advantage.

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The Result of Using Good Ink

The ink that gives complete satisfaction and saves its own cost by its greater efficiency per pound and perfect working qualities is the cheapest ink regardless of its price.

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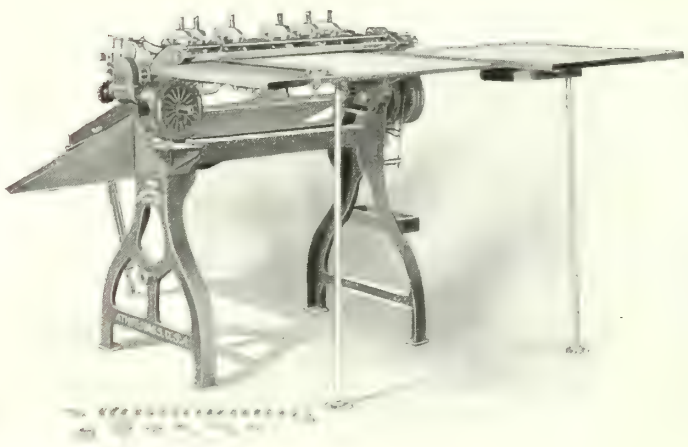
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Sole agent for
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THE MILLER INCLINE TRUCK



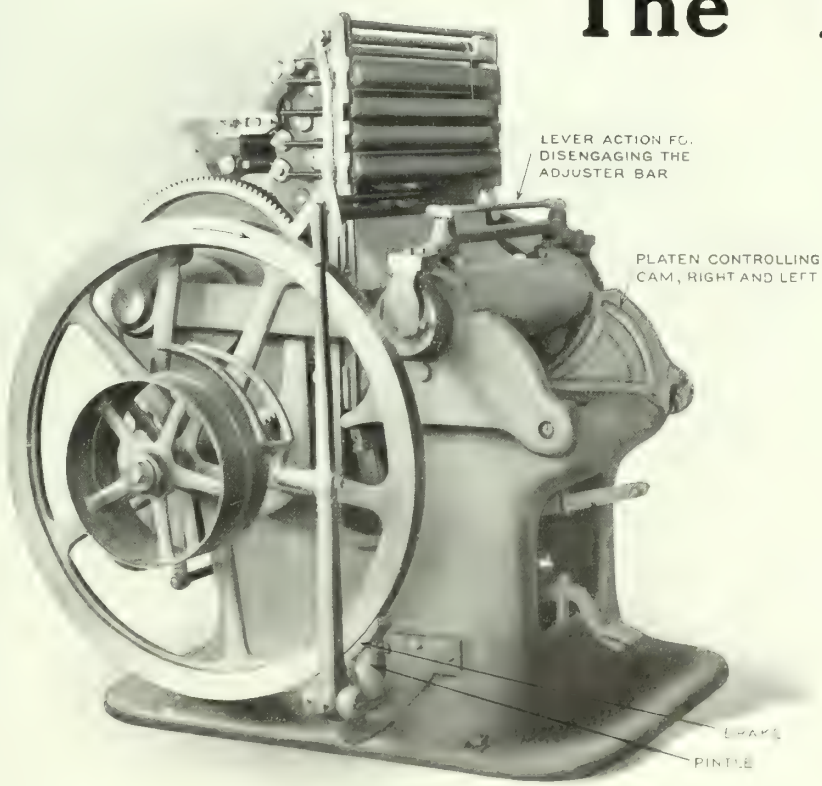
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SAVES
rehandling; equipment
and material

PRODUCES
systematic arrangement
of stock

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THE JOHN THOMSON PRESS CO.'S LATEST ART PRESS

or Model-J, is especially intended for work of a character requiring very heavy impressions at relatively low ranges of speed, say from 1000 to 1400 impressions an hour.

The particular function of the "Laureate" is for printing half-tones, multiple-color plates, tint-blocks and combinations of cuts, borders and type, of a size and character which, hitherto, have usually been done on cylinders. Also for executing thick and stiff cardboard signs, difficult (in some instances impracticable) to print on cylinders.

Write to our nearest branch for descriptive catalogue and prices

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CALGARY REGINA

Georgetown Coated Paper Mills

Limited

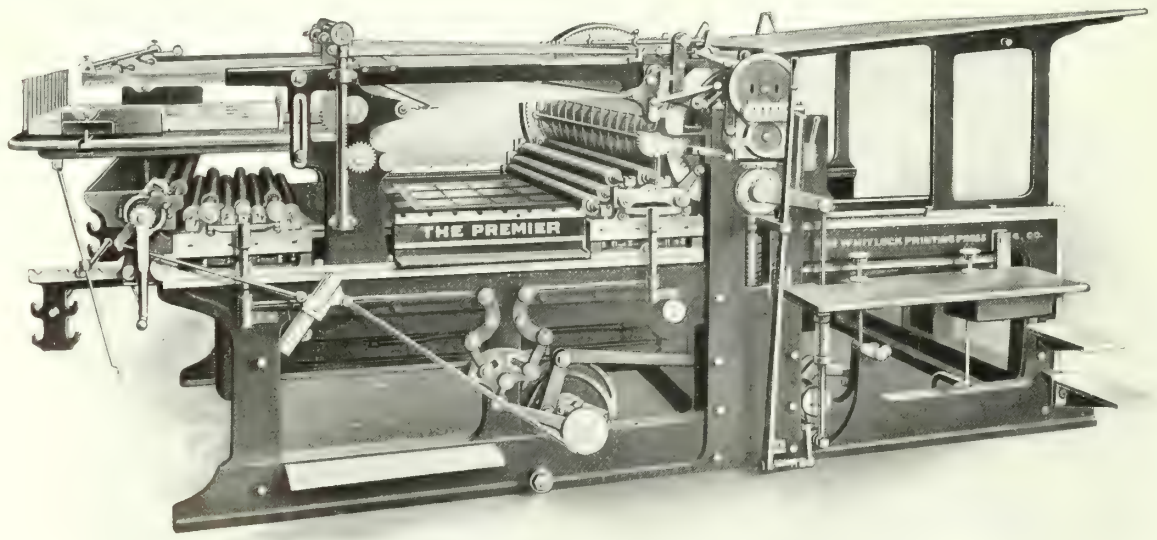
Georgetown, Ontario

Manufacturers of High Grade Coated Papers and Cardboards.

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THE NEW SERIES TWO-REVOLUTION FOUR-ROLLER WHITLOCK PRESS

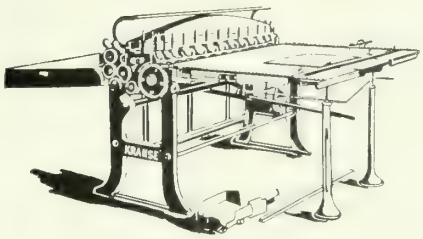


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BENDING MACHINES
SCORING MACHINES
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COMBINED SCORING, GROOVING, DOUBLE BENDING AND CUTTING MACHINES, ETC.



Combined Cutting and Rotary Binding Machine, "Krause"

ROTARY MILLBOARD CUTTERS
ROTARY CARDBOARD CUTTERS
MILLBOARD AND CARDBOARD CUTTERS

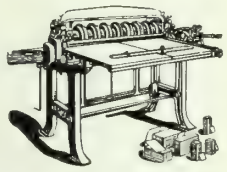
There is no Boxmaker in Canada

who doesn't long for

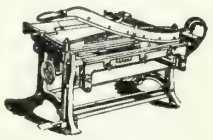
"Krause" Boxmaking Machinery

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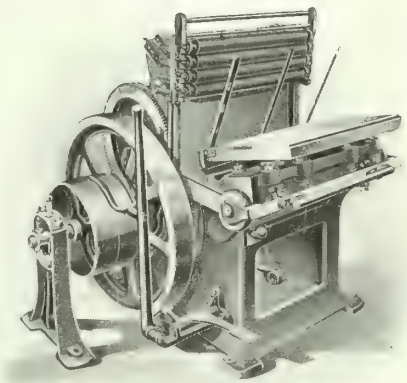
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Rotary Millboard Cutter, "Krause"

CANADIAN IMPORTERS AND SHOW ROOMS:
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The Toronto Type Foundry Company, Ltd.
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Millboard and Cardboard Cutter, "Krause"

FOR LETTERPRESS, HALFTONE AND 3-COLOR WORK, EMBOSSING, CUTTING AND CREASING.



THE GALLY IMPROVED

"UNIVERSAL"

In designing this press we have considered the absolute need of space economy in the average plant and yet have embodied the features that give accuracy of results with long service.

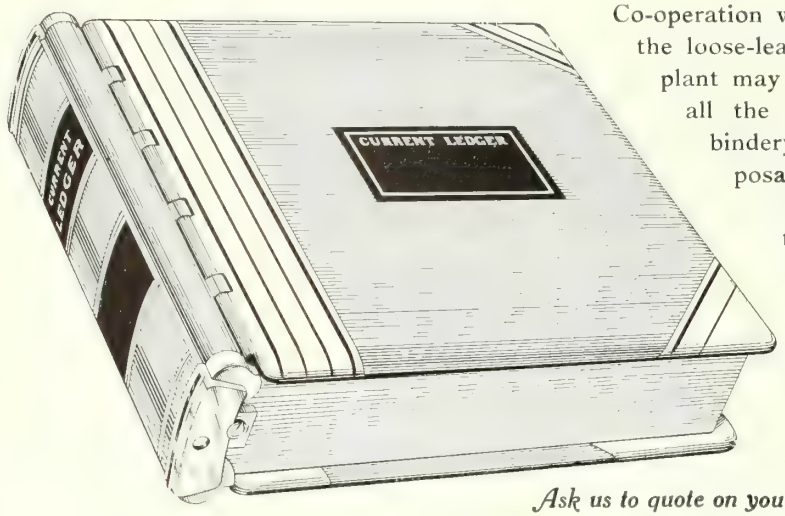
The many styles and sizes are covered by our catalogue. Ask for it.

SOLE CANADIAN AGENTS

MILLER & RICHARD

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There is a Lot of Business You Can Get—With Our Co-operation



Co-operation with us means that you can handle the loose-leaf business of your locality. Your plant may not be efficiently equipped to do all the work, but we place our modern bindery and loose-leaf plant at your disposal.

Advertise the fact that you are on the market for the work, and can turn it out in quick time. Co-operate with us and you will find that it pays you and pays you well.

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PRINTERS' SPECIALTIES, LIMITED, TORONTO

Here is Factory Economy For You!

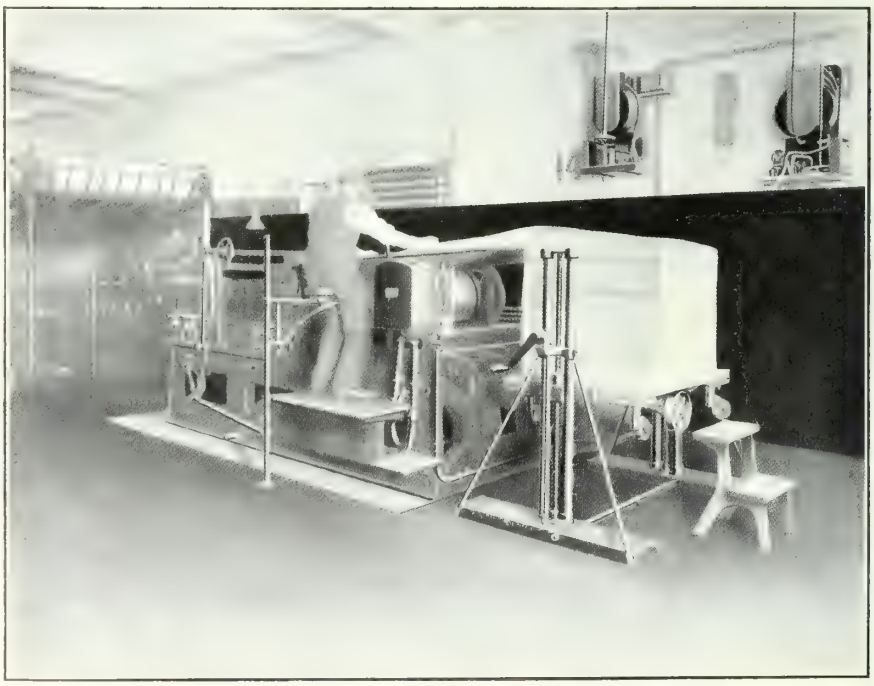
THE WHITE TRUCK ELEVATOR

affords an immense saving in your press room or bindery, eliminates the many minutes a feeder takes to leave the feed board to put up more stock. You will gain 10 to 15 per cent. in your output—whether short or long runs—over the ordinary method of putting up lifts, besides effecting a big saving in labor and waste from handling.

This lift is strong, light and portable—the load rests on ballbearing screws, so that the smallest boy can raise it with a full day's run on a truck.

The White Truck Elevator is adjustable to lift any size truck. Can be used back of any Cylinder Press or Folding Machine.

Price—$150.00



ECONOMIC PRESS DELIVERY COMPANY

80 EXCHANGE STREET, BUFFALO, N.Y.

The Little Giant Multiplex Punching Machine



Punches round, open or special shapes of holes.
Cuts index cards.
Cuts round corners on thick pads.
A perforating attachment 20 in. long.
Punches full one-half inch.
Either for foot or power.
Punch heads made in one piece.
No gauge heads required.

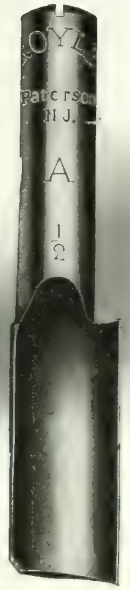
Punch heads or attachments are not included in price of machine, as no two machines are ordered with the same equipment.

Foot Power Giant Machine, no equipment $65.00
Power Giant Machine, no equipment 85.00

TORONTO TYPE FOUNDRY COMPANY, Limited

TORONTO MONTREAL WINNIPEG CALGARY REGINA

TAKE NO CHANCES



Of the Royle Routing Cutters, a customer writes:—"We find them perfect; cutting clean, holding edge, and with the stability that pleases the men who use them."

Use the unmistakably dependable "cutters that cut" and get satisfaction.

Write for cutter-list 211.

JOHN ROYLE & SONS, Paterson, N.J., U.S.A.

Machinery for the Photo-Engraver

Canadian Agents:—Toronto Type Foundry Co., 70 York Street, Toronto

Dennison's

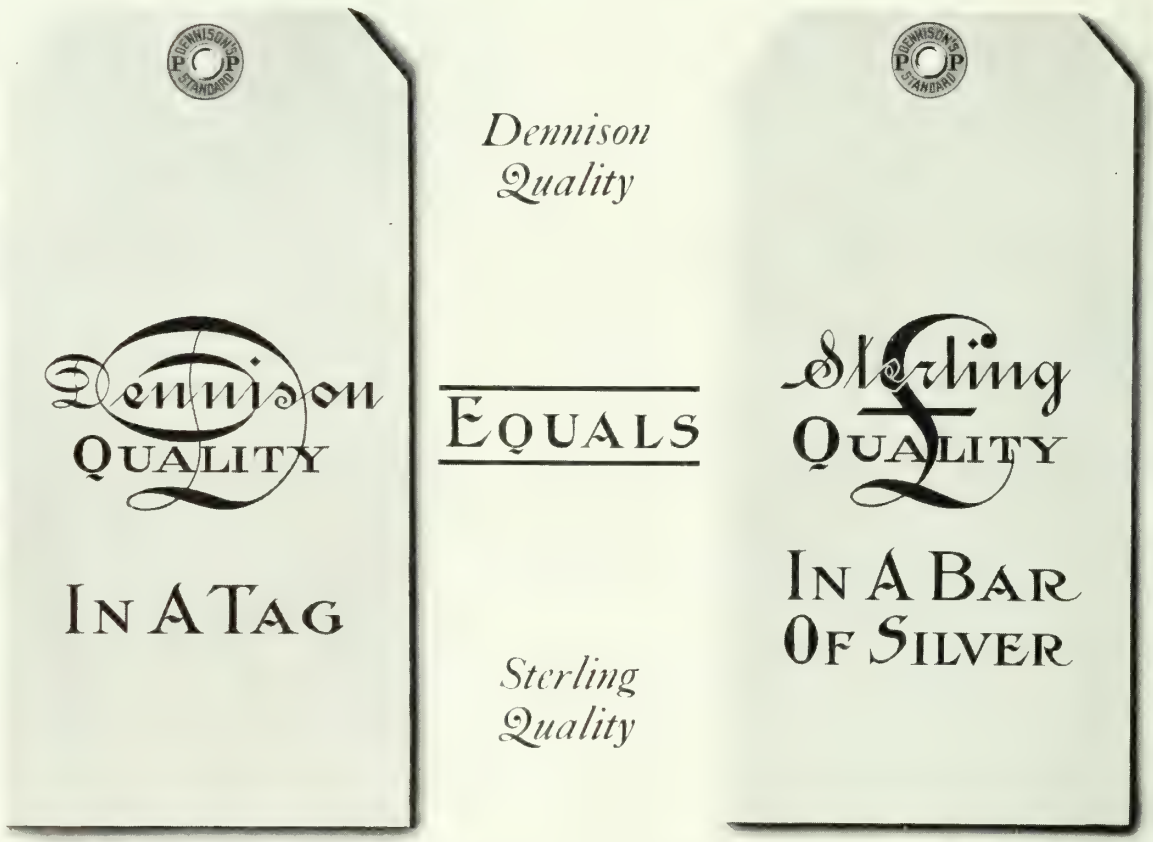
TRADE MARK

SHIPPING TAGS

Of "Standard" Quality

Made of All Rope Stock, defy the Weather and Rough Handling

Strongest Tags on the Market



Dennison QUALITY
MEANS
Selected Stock, Careful Inspection, Full Count
Clear Printing and Durable Containers

WRITE FOR SAMPLES

Dennison Manufacturing Co.

THE TAG MAKERS

BOSTON	NEW YORK	PHILADELPHIA	CHICAGO	ST. LOUIS
26 Franklin St.	15 John St. and 15 W. 27th St.	1007 Chestnut St.	62 E. Randolph St.	413 No. Fourth St.

TORONTO 8 Wellington Street, West

GRASS IS CHEAP
—*But Who'd Eat It?*

LOW COST of production doesn't mean high profits any more than low cost of food necessarily means high living.

¶ The lesson of the Philadelphia Cost Convention (like that of Denver) was that

Printers' Profits come out of QUALITY rather than Cheapness of production

¶ Of course, if you can get *both* quality and cheapness it's all the better.

¶ That is why the most prosperous printers in America (big and little) use *Monotypes.*

¶ First, because Monotype type and Monotype composition give the highest quality results known to the printing art.

¶ Next, because the Monotype can be kept busy on profitable work more hours a day than any other machine.

THE MONOTYPE
Gets a Printer More Work, Higher Prices
MORE PROFITS

and we have a thousand letters from printers to prove it.

Lanston Monotype Machine Co.
Philadelphia

322

This page composed exclusively in Monotype faces and borders

J. W. ROOSEN, President H. D. ROOSEN, Treasurer R. E. HEWITT, Secretary

THE

Dominion Printing Ink and Color Co.

LIMITED

67-71 Adelaide St. West - TORONTO

The ONLY MANUFACTURERS of the Famous **NON-OFFSETTING**

Halftone Black

Raven Black Crow Black

Our Blacks Are the Blacks That Dry With a Lustre

Are You Having Trouble

With any of the new fangled largely advertised "blocks"? If you are, it is evident you are not familiar with the WESEL PATENT IRON GROOVED REGISTER BLOCK.

This block has stood the severest test for years and its sale is larger to-day than ever. Over 1,300 have been sold and at least 200 of the largest printing plants are now using them. It is the most economical labor-saving block with patent register hooks ever placed on the market. Made up of one or more sections and meets every problem in printing from plates.

We also make other styles of blocks embodying the latest improved features. Our experts are at your service and would cheerfully give you further information, if you are at all interested.



F. Wesel Manufacturing Co. *Manufacturers of Machinery and Appliances for Printers, Electrotypers, Stereotypers and Photo Engravers*

Main Office and Factory: 70-80 Cranberry Street, Brooklyn, N.Y.

New York Salesrooms: 10 Spruce Street **Chicago Office: 431 S. Dearborn Street**

JOHN KIDD & CO., Limited

Printing Ink Manufacturers

LONDON, - - ENGLAND

announce that they have appointed the undermentioned firms Agents for the sale of their well-known and popular Printing Inks.

FOR THE PROVINCES OF ONTARIO AND QUEBEC:

Stephenson, Blake & Co., 122 Bay St., Toronto

FOR THE PROVINCES OF MANITOBA, SASKATCHEWAN AND ALBERTA:

The John Martin Paper Co., Ltd., - Winnipeg

FOR NOVA SCOTIA, THE MARITIME PROVINCES AND NEWFOUNDLAND:

The Printers' Supplies Ltd., 27 Bedford Row, Halifax, N.S.

FOR BRITISH COLUMBIA:

The Columbia Paper Co., Ltd., 1043-7 Hamilton St., Vancouver

ALL OF WHOM CARRY LARGE STOCKS.

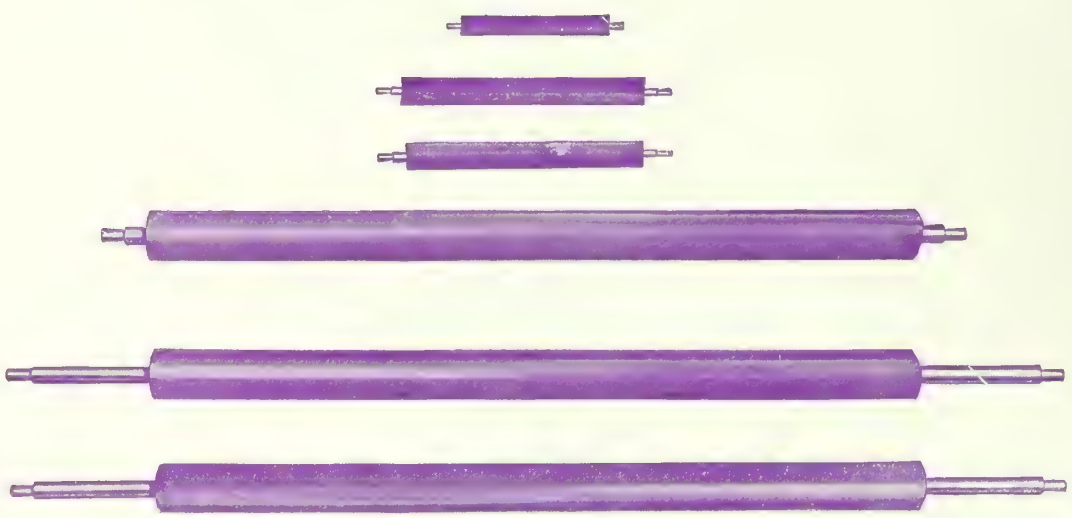
PLEASE WRITE TO NEAREST AGENT FOR SPECIMEN BOOK AND PRICE LIST



Quality Unsurpassed

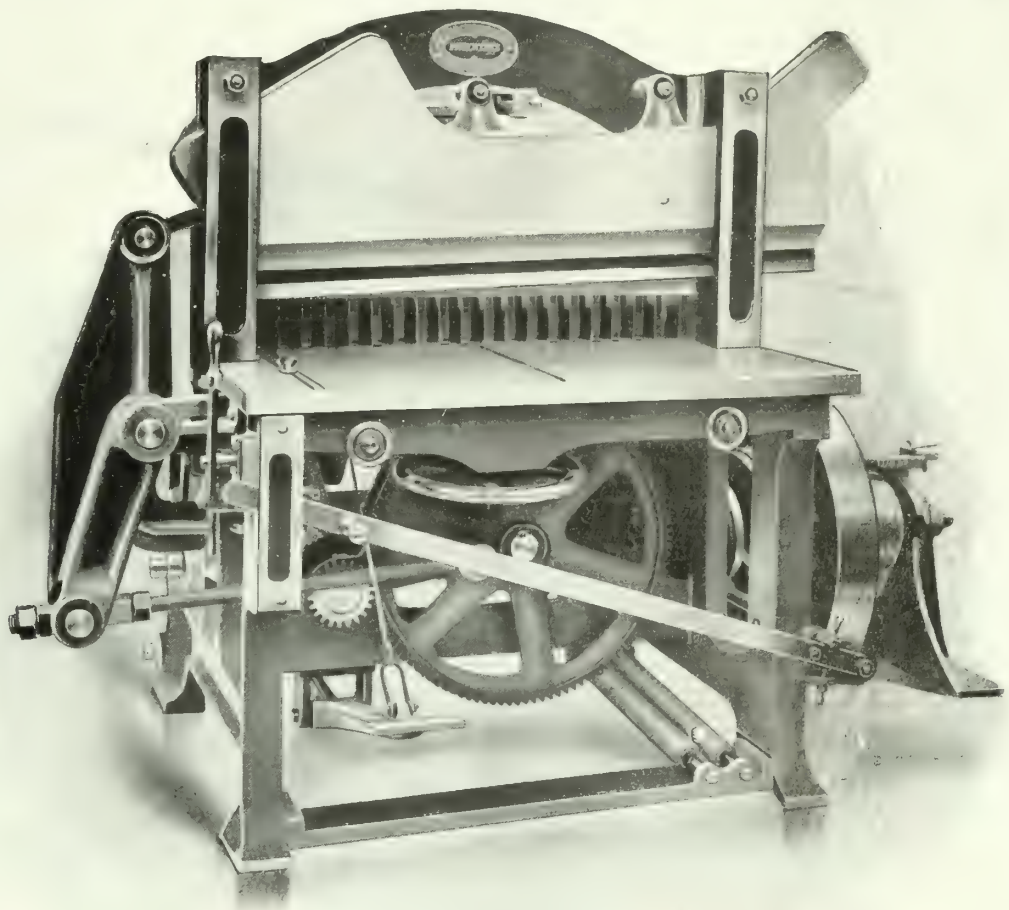
Ink ✦ Rollers

Prompt Delivery



THE "CROSLAND"

Patent Fast-Running Auto-Clamp Cutter



BEAUTIFUL DESIGN POWERFUL CUT ABSOLUTE ACCURACY

The Leader in The British Isles
Hundreds in use in all parts of the world

ASK US ABOUT IT ITS EXCLUSIVE FEATURES WILL INTEREST YOU

Introduced into Canada by the sole agents:

ANGLO-CANADIAN TYPE & PRINTING MACHINERY COMPANY, LIMITED

124 York Street, - - - Toronto

CASLON LIGHTFACE CONDENSED

6 Point $2 00 28 A $0 95 58 a $1 05
LACK OF SUFFICIENT TYPE A COMPOSITOR'S NIGHTMARE
The buying of Job Type in Weight Fonts means a considerable saving of money in the composing room, as the time wasted in hunting and picking "sorts" when totaled up for a year amounts to quite a figure

8 Point $2 25 25 A $1 10 50 a $1 15
KEYSTONE TYPE HAS STOOD THE TEST OF TIME
Nickel-Alloy Type made by the Keystone Type Foundry is noted for its wearing qualities and mechanical accuracy

10 Point $2 50 21 A $1 20 42 a $1 30
AN ADDITION TO OUR CASLON GROUP
The Caslon Lightface Condensed series makes a very handsome display letter. $123456789

12 Point $2 75 20 A $1 35 40 a $1 40
AGENTS FOR COTTRELL PRESSES
Write to Our Nearest House for Prices

14 Point $3 00 16 A $1 45 32 a $1 55
STANDARD GALLEYS LIKED
They are made in Brass and Zinc

18 Point $3 25 11 A $1 50 22 a $1 75
NICKEL ALLOY TYPE
The 1234567890 Figures

24 Point $3 50 6 A $1 70 13 a $1 80
BRIGHT MAIDEN
Easter Gowns Made

30 Point $4 00 5 A $1 90 10 a $2 10
GIVES MONEY
Humble Persons

36 Point Font $4 25 4 A $2 20 7 a $2 05
MECHANICS
Praise Earned

42 Point Font $5 25 4 A $2 75 7 a $2 50
REGISTER
Hotel Bland

48 Point Font $6 25 3 A $3 60 5 a $2 65
Detriment

54 Point Font $7 50 3 A $4 35 5 a $3 15
LINGER

60 Point Font $8 90 3 A $5 50 4 a $3 40
Mounds

72 Point Font $10 60 3 A $6 40 4 a $4 20
POEM

Philadelphia
New York
Chicago

KEYSTONE TYPE FOUNDRY

Detroit
Atlanta
San Francisco

CANADIAN AGENTS { George M. Stewart, 92 McGill St., Montreal. Printers' Supplies, Ltd., 27 Bedford Row, Halifax, Nova Scotia
Anglo-Canadian Type and Machinery Company, 124 York St., Toronto

The Canadian Printer and Publisher

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF THE PRINTING AND PUBLISHING TRADES OF CANADA.

Vol. XXI. TORONTO, FEBRUARY, 1912 No. 2

Co-operation Between the Publisher and the Advertiser

By R. F. Parkinson

Business Manager of the Ottawa Daily Journal

WITH increasing interest among the publishers of Canada in creating and developing advertising for newspapers, as evidenced by the concentrated and systematic campaign about to be inaugurated by The Canadian Press Association and the Association of Canadian Advertising Agencies to advertise the merits of newspaper publicity in the leading daily papers of Canada—the question of special co-operation, with the object of guaranteeing the advertiser the maximum returns is of far-reaching importance.

Very frequent are the inquiries to-day concerning what publishers have done and are doing directly or indirectly in interesting local dealers in promoting the sale of advertised lines, in co-operating with the sales organization of the advertiser in ascertaining that distribution conditions are such as to satisfactorily meet the demand created for advertised lines in keeping local dealers informed regarding the inauguration of advertising campaigns, and in developing a keener interest among newspaper readers in responding to newspaper advertising.



R. F. PARKINSON
Business Manager of the Ottawa Daily Journal

The reply to this inquiry, as expressed by certain publishers has been another question, "What constitutes the publisher's responsibility in the matter?" with the further information from the same source that the entire obligation is fulfilled in the correct carrying out of the instruction order, in accordance with the advertising contract, and forwarding a copy of the paper for checking purposes. Safe it is to assert that this represents what has been in the past the generally accepted view of the situation among the great majority of newspaper publishers, who hold that the further co-operation, referred to above, properly belongs to the sales department of the advertiser.

With an ever increasing tendency, however, among advertisers to provide more authentic and comprehensive plans for ascertaining definitely the results from their publicity appropriations, as determined by the relative value of the various forms of advertising used, it is clearly apparent that if the newspaper is to receive full credit for the service it offers for advertising purposes, and if publishers conscientiously desire to make it preeminently the acknowledged greatest result producer for all legitimate advertising enterprises, there is a wide field of co-operation, as yet almost wholly uncultivated which may be promoted wth profit to both the advertiser and the publisher.

Information from many sources leads to the conclusion that advertisers are realizing the importance and necessity of direct co-operation in the success of their publicity campaigns and since the newspaper publisher is in a more favorable position to meet this demand than any other seller of publicity the present would appear opportune for a frank discussion of the question of co-operation, having in view, not how little can be done to assist the advertiser, but how many different phases of co-operation can be undertaken to ensure more profitable returns to the advertiser and, in consequence, more advertising space to the publisher.

In this connection, at the suggestion of *Printer and Publisher*, reference is made by way of illustrating some of the various forms of co-operation, to the Promotion Department established by the Ottawa *Daily Journal* about one year, the results of which have fully justified its organization and its activities both from the viewpoint of the advertiser and the publisher.

Recognizing, at the outset, that advertising results are dependent on the goods advertised being for sale by the largest possible number of dealers in the newspaper's constituency, it has been the primary purpose of this Promotion Department to keep advertisers furnished with accurate reports dealing

with the distribution of their goods among local dealers and suggesting plans for more general distribution where considered advisable.

That there was ample scope for effective work along this line has been fully proven, inquiries revealing in a number of cases distribution conditions which would render returns from the advertising appearing either absolutely impossible or of the minimum value. Products which should have been obtainable at least ninety per cent. of our grocers have been found at about two or three per cent. of the available sources of supply. Similar conditions were found in lines which should have been for sale by the druggists, departmental store firms and other branches of trade.

Furthermore, this lack of proper distribution has been encountered with some of the leading lines of advertised goods—cases, in other words, where such conditions would not ordinarily be expected. In such instances the matter has been promptly reported to the advertising agency or the advertiser direct, with the result that the difficulties in most cases have been overcome by the sales organization.

Another feature of the work of this Promotion Department has been the furnishing of reports to advertisers containing any criticism or complaints expressed by the local dealers personally or through their customers, in relation to advertised articles. This information has provided timely and effective suggestions for the advertisements of several firms. Advertisers have expressed enthusiastic approval of these reports because of the assistance thus rendered their sales organization. It has repeatedly been stated that such reports in many cases are more comprehensive and closer to the real facts than the information obtainable by the sales departments, due, no doubt, the the fact that the source of the information was through a third, or independent party.

Provision has also been made for keeping local dealers promptly informed regarding the opening of advertising campaigns of interest to them, thus enabling merchants to place in stock supplies of the goods to be advertised. Efforts are made to obtain, in advance, proofs of the advertisements to appear, and as far as possible the series are shown to local dealers. At the same time special window and counter displays are suggested while the advertising is appearing. In this way accurate reports, regarding the distribution of any commodity about to be advertised for the first time, are prepared for the advertiser.

Special attention has been devoted to creating interest among the local dealers in promoting the sale of advertised goods. The advantages of placing, in stock, products which are being supported by newspaper publicity are emphasized. Such an educational campaign serves to develop among local dealers a desire for newspaper advertising in preference to other forms of publicity, and, if engaged in generally throughout Canada, would undoubtedly result in local dealers everywhere being more emphatic in their requests for advertising space in local newspapers to promote the sale of the goods of the manufacturer with whom they are dealing. As yet, newspapers have not received from local dealers that co-operation which would tend to direct the attention of the manufacturer to the indispensability of newspaper advertising.

Another field of activity, which is not overlooked, is the interesting of the sales staff of the various stores in promoting the sale of advertised lines. This educational work is achieving splendid results in overcoming the substitution evil by revealing to the sales staff the benefits and advantages to be derived from selling advertised goods, as compared with unknown products.

Attention has already been directed in *Printer and Publisher* to the possibilities of increasing results from newspaper advertising by influencing the public to read and answer advertisements. The opportunities of effective work in this line are too apparent to require further emphasis.

As will readily be appreciated from the scope of the work of co-operation outlined above, such a service, fully organized, requires a considerable expenditure of time and effort—more, probably, than would be warranted in the opinion of many publishers unless definite, tangible results were apparent —apart from any desire to undertake work of a philanthropic character on behalf of the advertiser. The experience of the Ottawa *Daily Journal,* however, has been that direct results have been received covering a great many different phases of trade development.

To illustrate briefly, the advertiser of a certain infants' food doubled the number of insertions originally scheduled, because he happened to see displayed in the windows of local druggists proofs showing the special announcements which were appearing at the time in our columns. Other advertisers have doubled their appropriations as the result of reports which have been furnished showing the possibilities for increasing their trade in our field. In some instances manufacturers who were not advertising have been induced to favorably consider appropriations as the result of information given through the Promotion Department, as well as from local dealers who have been induced to unite relative to local trade conditions and recommending newspaper advertising.

Probably the strongest evidence which can be offered in justification of the organization of this Promotion Department of co-operation is the number of interested inquiries received from advertising agencies and advertisers desiring to take advantage of the service provided. The representative character of these inquiries from the leading users of newspaper space in both Canada and the United States is proof that such a Promotion Department does not necessarily duplicate the work of the sales organization of the advertiser, but, on the other hand, proves a valuable adjunct to same. If further justification is required in support of such a service, reference requires only to be made to the fact that in the case of failure on the part of an advertising campaign the newspaper and newspaper advertising are called upon to bear the full responsibility. The experience of the writer leads to the conclusion that a large percentage of advertising failures are directly traceable to inefficient distribution conditions and lack of co-operation on the part of local dealers. Publishers, therefore, are working immediately and directly in their own interests when they undertake that work of co-operation required to overcome the conditions referred to even if it does entail effort and the expenditure of money.

That the movement providing for local co-operation is commanding attention among newspaper publishers is intimated in recent references in leading advertising publications to the experiences of several United States daily newspapers, who are emphatic in their endorsation of the importance and the value of the work of such co-operation along the line of endeavor briefly outlined in this article. Co-operation of a similar character has also been extensively undertaken by certain outdoor publicity enterprises of the United States. As previously pointed out, the newspaper publisher is, however, the most favorably situated to render such service, and in the interests of newspaper advertising it will be a matter of regret if publishers, generally, fail to take advantage of the opportunities thus afforded for extending the scope of their effectiveness in trade promotion.

Should a Daily Newspaper Operate a Job Plant?

By Arthur R. Kennedy

New Editor, Guelph Mercury

THE difficulties of running a successful job office and an equally successful newspaper under the same roof are becoming more and more apparent to daily publishers who keep close and accurate accounts of production and its cost. The fact that many of the newspapers in the smaller cities of Ontario are disposing of their job printing plants, or in same way segregating them from being closely identified with their papers in either a business or mechanical way, seems to be proof that the day of specializing has to a large extent decreed that job printing and the publishing of a newspaper have interests too much at variance to be centralized successfully in one common head.

It is a common practice, if one were to investigate, to find that certain parts of the newspaper equipment are utilized on "overtime" for job room composition. Composition of straight matter in many of these offices is done almost entirely in this manner. The job end of the business at once comes under the necessity of paying from a quarter to one-half the regular time of operators. Operators accustomed to newspaper work are not, as a rule, experts on job composition, thus though paying much higher wages by reason of overtime, the job room is receiving in return a smaller rate of product. In cities where a combined newspaper and job plant have to compete against a fully equipped job office, this advantage to the latter is quickly realized.

Again, in the matter of patronage. Newspaper proprietors running job plants are the objects of almost innumerable solicitations for free notices in their papers on the strength of some work, however paltry, being left in the job room. To refuse means the end of work from that source for the job room—to comply means the free insertion of matter that is entitled to pay its way the same as any and all other announcements. Unless you are able to make the justice of your claim particularly clear to your customer, you must sacrifice either your newspaper space or the patronage of your free-notice friend.

Again, the increasing competition of the larger papers entering the smaller cities makes it almost imperative that the smaller dailies devote every energy to retaining their prestige and position in their own community. This can best be done by systematizing their equipment for the production of their paper in the fastest, and least expensive method, and the job room and newspaper having so little in common, it can be at once seen that the system giving best results for the paper will have little bearing on lending any support to the job section.

Probably the best proof is that those offices handling job work exclusively make the biggest success of it almost invariably. There are well known exceptions, but the affiliation of job offices and daily newspapers, as a general rule, is not at all conducive to the interests of either section, and the sooner publishers specialize the sooner will they meet with success.

Senator Jaffray Honored

The staff of the Toronto *Globe* recognized the eightieth birthday of the venerated president of the Globe Printing Co., Senator Robert Jaffray, by presenting him with his portrait in oils, painted by E. Wylie Grier, R.C.A. The affair took place on Saturday evening, January 20, when the staff were at home in the enlarged offices of the paper to their friends to the number of three hundred. The business and editorial floors were transformed for the occasion into brilliant salons, decorated with flowers and bunting. Allan S. Thomson, foreman of the composing room, acted as chairman, and after a few appropriate introductory remarks, presented the portrait to the Senator. Dr. J. A. Macdonald, the managing editor, and J. F. Mackay, business manager, spoke in appropriation of the president's worth, and voiced the esteem in which he was held. Senator Jaffray replied in a reminiscent vein, while N. W. Rowell, K.C., concluded the speech-making. The guests of the paper took the opportunity to admire the enlarged and commodious offices.

Good Work of Lindsay Warder

The Lindsay *Warder* is to be heartily commended for its endeavor to brighten the lives of the poor children of the town by establishing an annual Santa Claus Stocking Fund. Two years ago the management hit upon the happy idea of placing before the people of Lindsay the need of helping the poor at the Christmas season. That year the sum of $45 was raised, and this was considered a goodly sum for the first year. Last year the fund was again started and reached $180.93. It is now to become a fixture. The amount realized was distributed among 47 poor families and 100 children were made happy.

Notable Booklets and Catalogues



ALTHOUGH much of the work produced in Canadian printing plants during 1911 is of a mediocre quality, the standard of the product as a whole is higher than in previous years. The improvement is most marked in the advertising literature of the large transportation companies, but other buyers of printing also have realized the increased efficiency that a distinctive typographical treatment and good paper and presswork give to the printed word, and paid for quality. Thus, the Canadian printer has been able to invoke the aid of the artist and engraver much more frequently during 1911 than in previous years and through this and other means has raised the standard of his product.

As a review of current transportation booklets appeared in a recent number of *Printer and Publisher*, other forms of advertising literature will be dealt with in this article. Not all of the booklets and catalogues referred to are perfect; yet no criticism of such as are not is offered, as an exposition of the best in current Canadian commercial literature rather than a critical examination of it is the object of this review.

Lawrence Park Estates Booklet—Grip, Limited, Toronto, produced for the Dovercourt Land Company this exquisite booklet, the cover, title and typical inside pages of which are shown on this page. The cover design is printed in tri-color on a green-grey background. A buff border runs off each of the inside pages and under the half-tone illustrations, which with the text are in black. Duo-tone marginals at the foot of each page add much to the charm of this booklet. The paper for both cover and inside pages is stippled.

Christmas Folder for Acme Glove Works—Simple but decidedly pleasing is this greeting card printed by Southam, Limited, Montreal. Excellent engraving and presswork give a life-like effect to the cover on which a Christmas turkey is pushing its head through the white cover-stock. On the last page a sprig of holly is shown in attractively soft colors.

Seneca Porcupine Gold Mining Co. Prospectus—The cover is the distinctive feature of this booklet. The head of an Indian chief stands out sharply from the centre of a medallion in copper bronze above the company's name, with which the design is in perfect harmony. In addition to the copper bronze, red, blue and white are used and the lettering and much of the design are em-





Produced in Canadian Print Shops

bossed. The stock is an olive green with mottled surface. This booklet bears the imprint of Rous and Mann, Limited, Toronto.

Hudson's Bay Co. Menu—Of this booklet also, the cover is the distinctive part. The design is in blue, red, yellow and gold on a slate colored tint. Linen finish brown stock is used. A Winnipeg house, Saults and Pollard, Limited, printed this job.

The Canadian Appraisal Co., Limited, Booklet—A list of the clients of this company is neatly printed on grey dull-coated stock and bound in a deckle-edged cover of the same shade. The cover is shown in the illustration at the foot of the preceding page. The name and trade mark of the company (the former in gold and the latter in gold and blue) are worked into a series of circles in alternate blue and gold. All lettering and the circles are embossed and the page is bordered with a blind embossed line. R. G. McLean, Toronto, printed this booklet.

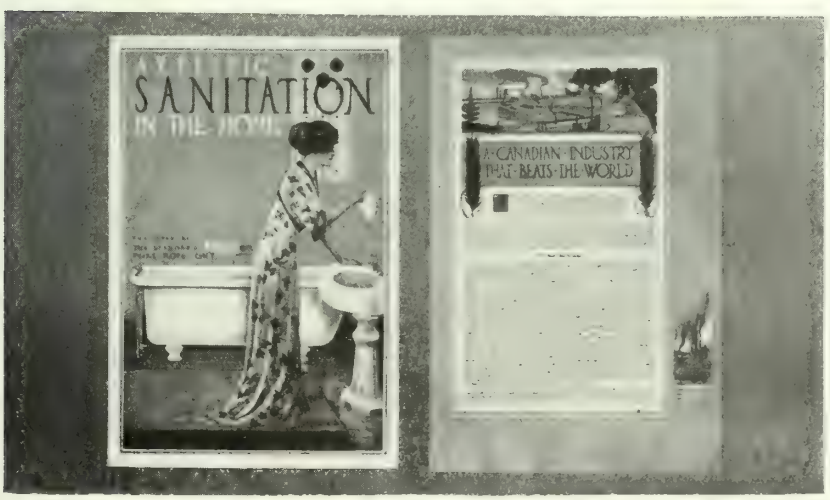
Bon Ton Co. Catalogue.—This catalogue, produced by Brigden's, Limited, Toronto, is of unusual interest to printers because on its cover the offset process in five colors was used for the first time in Canada.

Standard Ideal Co. Magazine—"Artistic Sanitation in the Home" is the title of a beautiful 10¾ x 15¾ inch magazine produced for this company by the Baker Advertising Agency, Toronto. The cover is in three impressions—green, black and red. Large half-tone illustrations of bathroom fittings are printed in black ink on most of the inside pages with a buff border. In the lower outside corners of these borders are marginal illustrations in two colors, depicting the evolution of bathing in various countries.

Rossburn-Russell Lands Prospectus—The treatment of the inside pages is the distinctive feature of this product of Stovel Company, Winnipeg. This treatment is shown in the illustration at the side of this page. A 6 pt. rule, printed in buff, borders each page, and on those pages on which half-tone illustrations are used, they are separated from the text by other illustrations from line drawings of scenes on the lands advertised. These zinc illustrations also are in the buff tint.

Freeman's Hotel Booklet.—Southam, Limited, Montreal, printed a handsome booklet advertising this Hotel. The cover, title and typical inside pages are shown in one of the illustrations on this page. The cover is in four colors and the inside pages in









black and buff. The half-tones and the marginal illustrations of Montreal scenes are in duo-tone.

Herald Building Announcement.—This handsome booklet is a credit to its producers, Herald Press, Montreal. An illustration of the main entrance to the new Herald building, printed on buff stock and stippled, is pasted on a grey cover inside a blind embossed border within which the title of the booklet also is included. The inside is in black and buff, the two-color illustration of the building being particularly good.

Knox Church Y.M.C.A. Folder—This booklet, printed by Federated Press, Limited, Montreal, deserves mention because of the refined color scheme (two shades of brown on light brown stock) and harmonious arrangement of type and ornamentation on the cover.

Chateau Frontenac Menu—On the cover of this booklet, Herald Press, Montreal, have secured with a half-tone from a wash drawing a very close approach to copper-plate effect. The half-tone is in sepia, and the lettering in black and gold and embossed.

John Henderson & Co. Catalogue.—Brigden's, Limited, produced this handsome fur catalogue, the cover and typical inside pages of which are illustrated on this page. Red and green inks and gold bronze are used on the coat-of-arms on the cover; and two shades of grey with blind embossing give a simple dignity to the balance of the design. The large half-tones on the inside pages are printed in a strong black on a grey tint.

Penman's, Limited Catalogue—A half-tone covering the entire front and back cover pages of this catalogue gives the appearance of sweater material to a background on which the Penman's trademark and the title of the catalogue "Sweater Coats" are printed, the latter being in gold in a rectangle of black bordered by gold. Various and highly suitable backgrounds are used for the figures in the half-tone illustrations on the inside pages. The ornamentation above and below each illustration is in shadow half-tone.

La Corona Hotel Booklet—The cover of this booklet is in four colors, as are the illustrations on the inside pages also. It was produced by Grip, Limited, Toronto.

Brantwood Place Booklet—Charles Edward Peabody designed, and Capital Press, Limited, Ottawa, printed, this real estate booklet. On the cover, the title "Brantwood Place" stands out in gold embossed letters on a black background. This background is bordered with a conventional design in gold. The cover stock is of a wine color. A zinc etching of the cover design appears on the outside upper corner of each of the inside pages and beneath these etchings are line drawings, illustrating scenes in and around Ottawa.

Monarch Knitting Co. Catalogue—In this catalogue also the possibilities of flat tint plates are illustrated. Life is given to the





illustrations of sweaters by tint plates, showing the natural colors This catalogue was produced by Grip, Limited, Toronto.

Ryrie Bros. Catalogue—R. G. McLean, Toronto, printed the 1911 issue of this annual catalogue and turned out a job that is highly creditable to themselves and Ryrie Bros. A special embossed stock in a pale blue shade was made for the cover and on it a simple design in grey and blue is embossed and printed. Many of the inside pages are bordered with a blue tint plate cut to allow the white stock to show in a scroll design at the corners, connected by a line. On other pages the same idea is secured by the construction of the main half-tone illustration to the extreme edges of the page and the cutting in it of a similar design. Many pieces of jewelry are illustrated in original colors.

"Canada—the Last Open Door"—This ambitious booklet was printed by Stovel Company, Winnipeg, from designs and engravings made by Buckbee Mears Co., Winnipeg and Saint Paul. The cover shows a farming scene in warm harvest colors. The inside pages are illustrated with half-tones and line drawing marginal illustrations in two colors.

"The Evolution of a Store"—Probably the most ambitious booklet of the year is the one issued by T. Eaton Co., Limited, Toronto, with the title "The Evolution of a Store." The cover is of dark green stock, printed with green and gold bronzes and embossed. Silver bronze is used on the white end papers, and the inside treatment is tri-color with black for the half-tones. The cuts were made by Grip, Limited, Toronto, and two or three Toronto printers had a hand in the printing.

Royal Heights Booklet—The Cattenach Advertising Agency, Winnipeg, and Public Press, Limited, of the same city, did the designing and printing respectively, of this attractive real estate booklet. The cover title and representative inside pages are illustrated on this page. Four colors of ink are used on the cover and black and orange on the inside pages. Each page has a decorative treatment at the top and a marginal illustration in the lower outside corner.

Canadian National Exhibition Booklet—Southam Press, Toronto, printed a booklet containing the address delivered by Earl Grey at the opening of the Canadian National Exhibition on August 28, 1911. The illustrations are the distinctive feature of this production. Some are full-page, in three and four colors inside a designed border, printed in grey; others are in two colors appropriately placed in designs that are in grey also.

It has already been stated that not all of the work referred to in this article is perfect. But the printer who has read it and will examine critically the booklets that impress him most cannot but be benefited by this review.







Seven Hundred Printers Discuss Cost and Allied Subjects

Report of the Middle Atlantic States Cost Congress

CO-OPERATION, organization and the cost system united as a triple alliance of potential and co-related forces in the printing trade have given another demonstration of their magnetic power. Representative Philadelphia printers—leaders in organization work in United States—issued a call to a Cost Congress in the city of brotherly love on January 16 and 17, and more than 700 printers and allied craftsmen answered it in person. The convention was for the printers of the Middle Atlantic States primarily, but it was attended by printers from other more distant States also, and by the following from Canada:—Thomas J. Moore, Quebec; Chas. S. J. Phillips, Chas. H. Tice and B. G. Ransom, Montreal; T. E. Mortimer and Fred. Boardman, Ottawa; C. B. Ames, C. James and John M. Imrie, Toronto; John Stovel and Geo. H. Saults, Winnipeg.

One or two changes only were made in the programme announced in January number of *Printer and Publisher*, and these were in speakers rather than subjects.

Importance of a Cost System.

J. A. Morgan, of Chicago, chairman of the Cost Commission of the United Typothetæ of America emphasized the importance of the cost system as a factor in business management. He said 90 per cent of the failures in the printing business are due to a lack of the accurate knowledge of important details that a cost system gives. This accurate knowledge is much more essential to business success to-day than it was a few years ago, because of the increased competition and the improved equipment and processes of manufacture that are available to "the man who knows."

Answering the frequently offered argument that a cost system involves the use of "red tape," Mr. Morgan said an accurate cost system is in reality a saver of detail, an economizer of time, and a systematizer that enables most orders to go through the various operations required with less office supervision than would otherwise be necessary. It is primarily a tabulation of expense and product by departments; and a division of the former by the latter to give the cost of the unit of product. But in the process the printer secures that intimate acquaintance with the details of his business to which reference has already been made. This enables him to bring the various departments into close and more harmonious relations with each other and to secure an increased efficiency in their operation. Speaking on this phase of his subject, Mr. Morgan said: "The installation of a cost system in the average office will inaugurate a revolution."

The Census Department of the United States valued at $800,000,000 the products of the printing and publishing industries of that country during 1910. Twenty per cent. of this amount is $160,000,000. "Imagine," said Mr. Morgan, "the printers of United States earning $160,000,000 in real money as the profits of one year!" The laughter with which this suggestion was greeted indicated the inability of most printers in the convention to draw thus greatly upon their imagination, but Mr. Morgan predicted that the cost system would so revolutionize the trade that within a few years this or a larger amount would be distributed among the printers and publishers of his country as *real profits*. He emphasized the word "real" in its relation to profits, asserting that many printers are drawing supposed profits out of capital because they make little if any allowance for depreciation. Others forget that their services to the business entitle them to a salary just as much as a compositor's work entitles him to his weekly wage. Mr. Morgan defined "real" profit as what is left out of income after all expenses, including the proprietor's salary, are paid.

Albert W. Finlay, of Boston, prefaced an interesting address on "The Meaning and Necessity of Cost Finding," with this statement: "The matter with the printing business is that master printers put into it too much hard work and not enough brains and system. It is one thing to be a good mechanic, and quite another thing to be a good merchant."

"No business," said Mr. Finlay, "can exist permanently without profit, and a profit cannot be made on every job without a knowledge of its cost." Personal supervision of the employes, however close, will not give this knowledge; it can be gained only through an accurate cost system. Many other industries recognized this fact years ago; but in no industry is a cost system more necessary than in the printing industry.

Mr. Finlay said 40 offices in Boston are using the standard system, and he used charts to illustrate what the cost system had accomplished in reducing cost and increasing efficiency. In the composing room of one office the productive time was increased from 36 per cent. to 54 per cent., and the cost of the sold hour decreased from $2.49 to $1.67. Further increases in efficiency and reductions in cost will be effected in this plant, because the present standards are still far from the ideal. In another plant the hour cost of the cylinder presses taking 25 in. x 38 in. sheets was reduced through a cost system from $2.41 to $1.91, and the productive time increased from 57 per cent. to 85 per cent. The productive time of a battery of pony cylinders in another plant increased from 64 per cent. to 98 per cent. under a cost system, and the hour cost went up from $1.41 to $1.16.

The Printer as an Advertiser.

Although advertising is not directly associated with the cost system, if rightly used it can be made a factor in cost reduction through the new business it will create. "The Printer as an Advertiser" is therefore an appropriate subject for a cost congress, and at this one it was ably handled by George H. Perry, of New York. Mr. Perry had scarcely left the platform, after giving his talk before the joint secretaries of the Eastern Canada Cost Congress were either side of him with a request that he speak at it also.

An advertisement issued by the Herald Press, of Montreal, was lauded by Mr. Perry as the only one with a real gripping influencing message among many printers advertisements he has on file. The

others are in the business card class—and give evidence of a widespread belief among printers in the theory that to keep their names before the buyers of printing is sufficient. "The pathway of commerce," said Mr. Perry, "is strewn with advertising campaigns that failed because based upon this theory."

Something more than the flaunting of a name in the face of the buyer of printing is essential to the permanent impression of that name on his memory and the association of good printing with it. Psychologists assert that a man's memory will refuse to act unless at the time he saw a thing something in or about it impressed itself upon his memory. Therefore, the advertising of a printer to be successful must tell the buyer of printing something that impress itself upon his memory and connect the printer's name with good printing.

Mr. Perry is one of the largest buyers of printing in New York. He said the three points a printer could use most effectively in an argument to him are: (1) The satisfactory nature of the job he would produce; (2) the reliability of the printer as regards the fulfilment of the terms of his contract, including the time of delivery; (3) the service that would be given with the job.

Mr. Perry said the day of the price argument is doomed. Printers have used it "to the limit" in the past, but they are waking up to the superior strength of the allied arguments of quality and service. The buyers of printing are beginning to realize that a low price and a poor quality usually go hand in hand. One said to Mr. Perry recently: "I usually curl up my toes when I see So-and-so's price, but never when I see the job he turns out for me." Many buyers who used to say to the printer, "How cheaply can you do this work for me?" now ask, "How much must I pay for the best work you can do?" The first printer in each city who has the courage to advertise this: "I am the highest-priced printer in this city, and my work is worth its price," and give a quality of work and service that is worth the price he asks, will win out.

Mr. Perry explained one kind of service a printer could render to many buyers of printing. The buyer wants to issue a catalogue and sends for a printer. The printer, if he is of the average mechanical kind, will ask the number of pages, the size of the page, the number of class of illustrations, etc. The buyer, if he is of the average inexperienced type, will scratch his head after each question and say, "Oh, I guess—so-and-so." What an opportunity for the service printer who could analyze the whole situation tell the buyer what he should have—sell him an attractive, business-pulling idea, as well as a job of printing. The printer who will qualify himself to give such a service and will advertise it will get his own price without any trouble in 99 cases out of 100.

Advertising has two functions: to secure business that "the other fellow" now has; and to create new business. The latter is its most important function, and one that is little used by printers. Mr. Perry said he had spent five or ten minutes of one day in thinking of undeveloped fields of printing. He thought of twelve that have scarcely been scratched. Three of these he mentioned:—

(1) The printing of addresses of public speakers in attractive booklets for distribution among their friends. The newspapers should be searched for references to addresses at banquets, conventions, etc., and the men who made them urged to have them printed in booklet form.

(2) The printing of the poems and essays of undiscovered geniuses in de Luxe editions for private distribution.

(3) The printing of menus, etc., for receptions and other social functions.



Over 200 printers registered at the Philadelphia Cost Congress AFTER this photograph was taken.

In conclusion, Mr. Perry suggested that Master Printers' Associations should conduct advertising campaigns in their own cities to educate the buyers of printing to the many and valuable uses of printing, and to the economy and satisfaction in buying quality and service in their printing.

Demonstrations of Standard Systems.

Chadwick P. Cummings, who is known to many Canadian printers through his connection in former years with the Winnipeg and Toronto Printers' Boards of Trade, and is now manager of the Philadelphia Board, gave an illustrated exposition of the standard uniform cost system. He said it does not matter materially what forms are used to record time so long as they lead up to Form 9H, and enable the user to fill out that cope-stone of the whole system. The system in which this form is not a part is not an accurate cost system.

"A cost system," said Mr. Cummings, "furnishes records only—not judgment. The printer who will use a cost system and combine common horse sense judgment with its records will make money out of his business."

Some Benefits of a Cost System.

J. E. Wade, of Haverhill, Mass., told what co-operation and the cost system has done and is doing for the printers of his town.

Two years ago hardly one of the ten printers in Haverhill would speak to any of his local competitors. Now they meet every Wednesday night to discuss trade conditions, and exchange ideas and experiences. They no longer consider their fellow craftsmen as competitors, but as members with them in the fraternity of printing. Organization, co-operation and the cost system have revolutionized conditions in this Massachusetts town.

Eight Haverhill printers use the standard system. One found he was losing money on a job that represented 55 per cent. of his total volume of business. He threw it out and is making more money on the smaller turnover than he did on the larger. Through a close study of the records of his cost system, and the earnest co-operation of his employes, Mr. Wade has increased the efficiency of his plant at least 10 per cent., and the efficiency of one press 25 per cent.

Several Haverhill printers have thrown out their cylinder presses and are using those in other local offices. These other offices reciprocate by sending to the former offices all their perforating and special binding work. This has reduced the investment in equipment and the pay roll.

Mr. Wade has increased the prices on many jobs 100 per cent. because of the knowledge of cost he got through a cost system. He is through with guessing at prices or meeting the prices of competitors or customers. If a customer quibbles at his charge he shows him the cost of his job as revealed by the standard system. He said: "A printer's first duty is to himself; his second duty is to his family; his third to his workmen; and his duty to his customer comes next."

Cost Educational Work in Canada.

"The Cost System and the Canadian Printer," was the subject of a talk by John M. Imrie, manager of *Printer and Publisher*.

"The printing trade of Canada," said Mr. Imrie, "is in a state of transition from the old to a new order of things. The business methods and policies of the past have been put to the acid test of results and found wanting. The new ideas in business management and co-operation that were born in Philadelphia and the Eastern States and fostered and nourished by the Cost Congresses at Chicago, St. Louis and Denver, have been adopted by many Canadian printers, and are gradually winning their way into the confidence of others. The new day of printing to which you are looking forward is surely dawning in Canada also.

"This new day cannot dawn too soon. The passing order bears the scars of many commercial tragedies, and in its path are the unmarked graves of countless printing plants that have fallen by the way. While other industries have shared generously in the marvellous prosperity of our rapidly developing Dominion, the printing industry, which by the nature of its product, has had much to do with this development, has continued until quite recently to be a sink hole for capital, and a slough of despond for many, who in other callings would have become opulent and influential.

"But organization and the cost system are revolutionizing the trade in Canada. The two go hand in hand and are complementary. Organization has made possible the cost educational work that has been done and only through more effective organization can this work be carried to a proper conclusion, and the trade as a whole established on satisfactory and remunerative basis."

Mr. Imrie then reviewed the cost educational work of the Canadian Press Association and the various Printers' Boards of Trade throughout Canada. He concluded with a reference to the movement for more thorough local and federal organizations and the probability of a Master Printers' Association of Canada being organized or the field being turned over to the United Typothetæ of America. "But," said he, "whether this organization is undertaken by a national or international body, or whether indeed it is undertaken at all in the near future, there can be no return to the old order of things. A wholesome dissatisfaction with the business methods of the past, a realization of the inherent weakness of these methods, and an earnest desire for their improvement premeate Canadian printerdom and insure a gradual evolution to the time when the printing industry shall take its proper place in our commercial life."

Other Addresses.

To the many Canadian printers who have heard Henry P. Porter, of Boston, speak, it is not necessary to say that his two addresses were distinctive features of the Congress. One was entitled, "The Printer and the Dollar," and was illustrated with stereopticon slides; in the other he told what organization and the cost system can do for the printers. He will speak on similar subjects at the Eastern Canada Cost Congress this month, so a full report of his address at Philadelphia is not necessary.

Professor Barnes told of the relations between the printer and his banker. The personal integrity of the printer and the soundness of his business judgment and policies are the factors that chiefly govern the

extension of credit. Conditions may arise through which the printer's plant is worth its weight as old metal only. The introduction of better system in cost accounting and business management will make the printer a better risk from a credit standpoint.

J. Clyde Oswald, editor of the *American Printer,* spoke on "The Printer of the Future," and outlined some of the necessary qualifications of that individual. He must know good printing—for the quality of printing is improving rapidly. He must be a sound business man as well as a printer. And he must be something of an altruist, for he must carry to a successful conclusion the cost educational work begun by the printer of the present.

The difference in the point of view of the printer who attends cost congresses and the other printers' conventions, and the one who stays at home was emphasized by Franklin W. Heath, secretary of the United Typothetæ of America. He said the printer does not fraternize enough with his fellows, and lauded the work of the United Typothetæ of America in bringing printers together, and thus enabling them to discuss efficiency, equipment and other practical topics to their greater success financially and better acquaintance socially.

The Free Press Souvenir

The ingenuity of the publishers of the Manitoba *Free Press* seems inexhaustible. As each Christmas season swings round, a novel and instructive souvenir comes to its friends from the office of the Winnipeg daily. For eleven years now this present has been made, and in a sense it seems to have become one of the established institutions of newspaperdom. The 1911 souvenir is in the form of a pen wiper, the top of which is made of a piece of buffalo hide taken from one of the animals purchased by the Dominion Government in 1906. A booklet describing the round-up of the famous Pablo herd, and giving many interesting particulars about the buffalo, accompanies the souvenir, and is as deserving of preservation as the pen wiper itself.

The Toronto Globe and the Post Office

The Toronto *Globe* has shown the courage of its convictions by refusing to pay the Post Office Department's account for $25,754 additional postage on the extra copies sent before the last Dominion eleections to short-term subscribers whose subscriptions were paid by others. The Post Office Department has been asked to sue for the amount in dispute, but has not yet entered an action.

The question is one of vital interest to the press, for in it is involved the validity of a ruling on a doubtful point given by a responsible postal official to an inquiring newspaper. Moreover, the *Globe* has announced that when the matter comes to trial it will insist upon a full investigation into the regulations governing short-term subscriptions, the dollar daily and co-related questions. In so doing the *Globe* will render real service to the Canadian press.

Shattering an Old Tradition

By Victor Lauriston.

Is one of the oldest of newspaper traditions on the point of being shattered forever? A movement in this direction at least is indicated by the almost simultaneous announcements of the Windsor *Record* and the London *Free Press* that henceforth "letters to the editor" must be signed, for publication, by the writer.

Hitherto the name of the writer has been required solely as a guarantee of good faith. He has been allowed to select what pseudonym he pleased, and, in the event of trouble, newspaper tradition has required the paper to bear the brunt of the attack, and to shield the anonymous correspondent, unless the latter chose voluntarily to come forward. The theory behind this practice is, that the newspaper, in addition to being a purveyor of news, is likewise the tribune of the people, the medium through which individuals can call attention to public wrongs, without exposing themselves to the vengeance of such as may be offended thereby.

Latterly, there has been a noticeable tendency on the part of newspapers in Canada to draw away from the ancient tradition. Occasionally libel suits have resulted from anonymous letters of this sort. The Canadian libel law, far more strict than that of the United States, at times renders adherence to the tradition a source of danger. In some instances newspapers have specifically declined to publish anonymous letters criticizing individuals in their public or private capacity, unless such letters were signed for publication. The decision of the London and Windsor papers goes a step further, and peremptorily excludes the whole fraternity, numbering in its roll call such old friends as "Ratepayer," "Vox Populi," "Pro Bono Publico," "By Thunder," "Junius Junior," and many others.

Writing to the press is not so prevalent in this country as in England, where, however, the signed communication is more in vogue. It is a noticeable fact that of the signed letters which come to the papers in this country, the majority are from newly arrived Englishmen. As a stimulus to individual thinking, the time-honored institution doubtless has its value.

Were the new rule generally adopted, difficulty might be experienced in drawing the line. Of course, the rule would not apply to news items as such, but presumably to the letters usually bunched under "Forum." Nevertheless, the paper which publishes a weekly department of semi-editorial comment signed with a nom de plume might feel that its position was hardly consistent with its rule against anonymous correspondents. Also, at election time, "Disgusted Liberal" and "Disgruntled Conservative" might feel embarrassed at having their identity ruthlessly exposed to the vulgar gaze.

Though the tradition that has descended from Junius is a long and honorable one, the new rule advanced by the London and Windsor papers appears to the writer to merit the careful and thoughtful consideration of Canadian newspaper publishers. Is it necessary that a newspaper should at every turn be exposed to the danger of burning its own fingers while pulling someone else's chestnuts out of the fire?

Who's Who in Canadian Weekly Journalism

By W. A. Craick

XI.—William McDonald, M.P.P., The Enterprise, Chesley, Ont.

CENTRE BRUCE is a riding which takes its done so it is hardly likely that it would newspaper publishers seriously. Had it no have selected such a humorist as Colonel Hugh Clark to represent it three times running. But once having acquired a taste for journalistic representation, it has adhered faithfully to the principle and, Clark being elevated to the chamber at Ottawa, what more natural than that it should pick McDonald to fill his shoes at Toronto. It doesn't matter a particle what the complexion of his politics are—not a bit of it. He belonged to the noble order of the Fourth Estate and that was sufficient recommendation to the electors of Centre Bruce. At least that's what the men of the press would like to think, after an election that wiped out the aspirations of nine out of eleven newspaper candidates.



"A Graduate of the University of Experience."

William McDonald, of Chesley, is a graduate of the same university of experience through which so many of his confreres of the pen have passed. He was a country boy, born and bred on a farm some four miles from the town of which he was in time to become a leading citizen. One can well imagine that in these days Chesley must have possessed for him all the glamor and fascination of a metropolis. It beckoned him as London beckoned Dick Whittington long years ago. He answered the call and trudged the weary four miles to and from town day after day with his school bag over his back. His ambition was to be a country school teacher and he persevered in his efforts to qualify for such work. At last he passed the entrance examination and then, grand achievement, he won his third class certificate. It is not at all unlikely that he was a prouder youth that day than when he stood before the electors of Centre Bruce on the evening of December 11th and received their plaudits as a conquering politician.

It did not take him long to answer the first advertisement for a "Teacher Wanted." He got the appointment and for six years labored to instil knowledge into the brains of country youths and maidens. Meanwhile he saved enough money to enable him to spend a year at the Owen Sound Collegiate Institute, where he obtained his second class certificate. By this time he had just about decided that teaching was his vocation and so he proceeded to Toronto to put the final touches to his pedestal of pedagogic lore at the Normal School.

It now looked as if Mr. McDonald was going to settle down into a regulation schoolmaster, but a new symptom began to display itself. It was the same phenomenon which appeared in the lives of H. P. Moore, M. A. James and many other prominent newspaper men of the present day. He got the idea into his head that he could write editorials. His eyes longed to behold his compositions in print. The Chesley *Enterprise* was in the market and in 1891 he bought it. It was going to be a sort of recreation for him, after school hours, to edit its columns. For eight years he kept on teaching school, while he ran the *Enterprise* in his leisure hours. Part of the time he was master of a school near Chesley and then for three years he taught the entrance class in the public school in Chesley. It was undoubtedly a laudable undertaking on his part to keep the two pursuits running along together.

But teaching school and managing a newspaper at one and the same time involved strenuous work. One had to be sacrificed and Mr. McDonald decided to relinquish teaching and devote all his attention to his newspaper. This was in 1899. To show his continued interest in the cause of education, however, a subject on which he had become an authority, he agreed to become secretary-treasurer of the Public School Board. To this work he gave hearty support for nearly thirteen years and he has only just resigned the office because of the added duties which have been thrust upon him as member of the legislature. Even yet he holds to one last strand of the educational rope, for he retains the office of secretary-treasurer of the High School Board.

It was natural for a man of his position, experience and widespread acquaintance with the people of Bruce county to turn his attention to municipal and county politics. His newspaper work did not take up all his time and he was readily available for other undertakings. Being not without ambitions politically, he deemed it the part of wisdom to take

first things first. He offered himself for election to the County Council in 1901 and was returned. Subsequently he was re-elected for two-year terms at two elections, and in 1905 got the wardenship plum. This was as far as he could proceed in this direction and at the end of his year of office he retired gracefully.

The problem of the proper disposition of his spare time again rose up to trouble him, but the solution was easy. Chesley needed a clerk and a treasurer. The local authorities were of the opinion that McDonald was a smart enough gentleman to handle both offices. So he was offered the combination and added these municipal duties to his newspaper work. Fortunately the town offices were located next door to the *Enterprise* shop and business could be expeditiously transacted from either place. It seemed an ideal arrangement and it again looked as if the editor could settle down to grow into a respected and venerable old age.

But there was to be another change. The provincial elections of 1911 were approaching. There seemed a possibility that Centre Bruce would go to the Conservative by default. The Liberal nominee got discouraged and withdrew from the contest. Four weeks before the election a second party convention was held. It tendered the nomination to McDonald and McDonald decided to make the attempt to swing the riding back. He got into the fight vigorously and, as is now a matter of history, he turned Hugh Clark's majority of 356 in 1908 into one of 104 for himself. A new chapter in his life story now begins.

To most Canadian newspapermen William McDonald is only known through the medium of his paper. His range of personal activities has not extended beyond the borders of his native county, and for that reason he is pretty much of an unknown quantity. Judging from his editorial utterances he is an outspoken and independent minded Liberal wth a studied and somewhat academic way of expressing his opinions. Now that he has emerged from the seclusion of his office and is about to take his part in the provincial arena, the press of Ontario will be able to get acquainted with him. That he is a man to be reckoned with goes without saying and the journalistic fraternity look to him to vindicate their honor in the Legislature.

The Compositor and the Cost System

By C. Dunnet

Superintendent, R. G. McLean's, Toronto

THE different methods of cost accounting that have been used and abused by printers at various times in their careers as business men would fill an encyclopaedia—nearly; but there would of necessity have to be a lot of blank pages illustrating as many blank or inexplainable methods or no method at all. Every man who goes into the printing business goes into it with the idea of making a living. Some go into it with the idea of getting rich—they get experience. Others have been known to go into it for fun and very often they succeed in amusing, not only themselves, but their competitors as well. But all enter the field with some preconceived notion as to how the business should be conducted and until they have bumped into all the more popular snags of the trade they will not be dictated to and profit by the experience of those who have been through the mill.

Bumping From System to System.

If printing was like electricity and could be handled only by certain laws and fixed principles and any deviation therefrom would result in the printer getting "stung" about as hard as the electrician who departs from the proper method of handling the elusive fluid, then the business would be conducted on a safer basis. As it is the compositor is bumped from one system to another as he moves from one office to another. What is expected of him in one office he is liable to get "fired" for in another and he is often at his wit's end in starting a new job in order that he may keep himself in line with the house, the foreman and the other comps.

The first consideration of a compositor is himself, and in this we submit that he is right every time. He must see that he has work and that he s going to get real money for his labor. After this has been attended to it is his duty to himself to to see that he makes good and is able to hold the job; that he gives value for the money he gets in his envelope on pay night. The trouble with most houses is that they don't know which of their men are actually an earning power and to what extent. They have no means of arriving at this information, and simply have to rely on the word of the foreman or whoever is in charge of the work, and, believe me, there is favoritism in the printing office just as surely as there is partisanism in connection with the post office.

The Incompetent Boss.

Isn't it funny to hear the boss "cuss" his help, call them incompetent and all the rest of it, and at the same time he is one of a bunch of so-called business men who run the worst managed line of business in the whole catalogue—admittedly so, by their own acknowledgement; and yet they think that the compositor has been "flim-flamming" them for years, when in reality it was their own carelessness that got things twisted around in such shape that they could not tell whether a man did a day's work in a week or not.

Within the past few years somebody has told them that they were "crazy." They commenced to preach to themselves and now they are beginning to believe that there was something in it. As one after the other tries some half decent cost system and sees that there is some virtue in it, it is resulting in a change of conditions for the compositor which, when he thoroughly understands the value of it will be appreciated by him. The old notion that existed in the minds of the printing fraternity that printing, being an art, could not be subjected to ordinary business methods is gradually being set aside and common sense is at last being inoculated into the craft.

What the compositor wants is some system introduced into composing rooms that will at once place him beyond suspicion. There are so many influences brought to bear on him now in the performance of his daily work that he is often in a quandary to know just how to charge up his time. There is no system yet devised that cannot be "beat" by the compositor if he has a mind to do it. Some are harder than others, but they all fall short of what they ought to be and until some system is devised that can't be "beat" there will always be an uncertainty as to the actual time required to perform certain operations in the composing room.

When the Boss Estimates Wrong.

For example, the boss estimates on a piece of work and gets the job; he turns it out and, in checking up the time, he finds that his estimate was not a correct estimate of the time required. Why? Perhaps the compositor engaged on the work had been out "celebrating" the night before and was unable to do a decent day's work. Perhaps a hundred and one things, but it went bad. The boss knows that his estimate *was* a correct estimate in this particular case. He had done the job twice before and had a *record* of the time. He at once sets about to find out the reason for so much time going into the work on this occasion. By getting down to brass tacks he looks to see who set the job and when, after some enquiry, he discovers that this same man had been to "the bad" on a number of jobs. He has a record of his time from day to day and can make his argument much stronger with the actual figures. The ultimate result of this is that this "bum" printer must go.

Depending on the Honesty of Comps.

Many printing offices do work that is let by contract to the lowest tenderer. They also have considerable work that is not quoted on, previous to acceptance. On this latter class of work they must depend largely on the honesty of the compositor to register his correct time. There are compositors, who, in their anxiety to make a good showing to the house in their work, curtail the actual time occupied in setting jobs. They will "fix" their dockets so that the time for a certain piece of composition that has actually taken a whole day appears to be only seven hours. They may have an idea that they have taken an hour too long and rather than let this time go to the boss they put it down as non-chargeable. In many cases the time that they chop off could legitimately be charged up against the work and the house would receive dollars and cents for it. A compositor who makes a practice of this can lose a lot of money for the firm in a year. It is not as a rule done intentionally but thoughtlessly, and if the men understood the seriousness of this system of keeping time they would soon cease the practice. In some offices this kind of thing is encouraged by "grouchy" methods of the management. They chase their work unreasonably through the composing room and get the comps in such a state of excitement, lest their time appears too long on work and that they lose their situations, that they put down what they *think* it should take and not the *actual* time.

Thinks the Firm Are Doing Him.

When the compositor first is asked to record his time on some new-fangled time docket that he may not have seen before he is at once seized with the feeling that the firm are not satisfied with what he is doing and are trying to grind a little more work out of him. This at once produces an antagonistic feeling towards the house and in nine cases out of ten his first thoughts are how he can "do" the time docket. A little thought at this point on the part of the compositor would be to his own advantage and to the benefit of the house as well. He should remember that as he sells his eight hours to the firm for a certain amount per day the boss in order to be able to pay him that amount must receive in return from him a stated amount of work. Just as the milkman measures out the quart of milk so must the printer have some method of measuring out his product, and the more accurate he can do this the less waste there will be and the better able he is to pay for the eight hours that he buys from the compositor.

The men can greatly assist the house in arriving at the proper cost of their work if they will but co-operate with the management and "boost" instead of "knocking" everything new that is introduced for the benefit of the business.

The Comp's Own Cost System.

Every compositor has some kind of a cost system of his own, whether he knows it or not—and the more he knows about it the better it will be. The comp goes home on Saturday with his weekly pay envelope. He knows what it has cost him to live the previous week, and if he has forgotten, and his wife is living, she will tell him. They have a cost system of some kind that they apply to their own affairs. If they had not they would likely land in jail. It is absolutely necessary that they keep track of their affairs.

Where a firm employs twenty men in their composing room there is just twenty times as many reasons why that firm should have a proper system of keeping track of their cost than that the individual compositor have a system of keeping track of his own expense. The firm have the added responsibility of keeping the plant in operation successfully; they have to fight all kinds of competition from the other printers; the quality of their work must be maintained, and their help must be paid for the performance of this task.

If the compositor had a better knowledge of the business end of the printing trade and the difficulties that the boss is up against all the time it would be much easier for him to give his aid in this direction. The boss would be amply repaid if some of his spare time were taken up in an explanation—a personal explanation—of many of the details in connection therewith. There are always some compositors in every composing room who would be glad to have this information and are usually willing to do what they can to assist. On the other hand there is the class who are always looking for the bell to ring that they may get away from an occupation that seems to have been forced upon them more by circumstances than by choice. This is the class that are the first to break the phalanx when the slack time comes when a little foresight on their own part might change the order of things and put them in the position of some of the other men who are considered an indispensable part of the institution and never laid off.

NEWS OF PRESS ASSOCIATION WORK.

The C.P.A. to Meet in June

The 54th annual meeting of the Canadian Press Association will be held in Ottawa during the first week of June. The daily section will hold a session on the morning of Wednesday, June 5, but the general association and weekly section meetings will be on Thursday and Friday, June 6 and 7. On Saturday, June 8, there will be a one-day excursion—probably up the beautiful Gatineau River.

These arrangements were made by the Executive Committee at a meeting in Toronto on January 8. Thursday and Friday were selected as the days on which the general association and weekly section meetings will be held as they are the days on which weekly publishers can most easily get away from their work. For this reason, and because of the recent increases in the membership of the association, it is likely that more newspapers will be represented at this meeting than at any previous one in the history of the association.

Arrangements for the programme have not yet been made, but it will be of intense practical interest to every member. The annual reports of the Executive Committee and officers will be presented at the general meeting, on June 6, and at this meeting also the nomination of officers for the ensuing year will take place.

This will be the first time since 1902 that the Canadian Press Association has convened outside of Toronto, and it is eminently fitting that the first convention after the extension of the association's membership and work to every province in Canada should be held in the Dominion Capital. The Ottawa publishers intend to do everything in their power to make this meeting a memorable one, and they will have the hearty co-operation of the Mayor and Council of Ottawa. At least one afternoon will be spent in sight-seeing in Ottawa and its environs, and a dinner either in the city or at a neighboring summer hotel will be the closing feature of the day on which the convention is opened.

More New Members.

The Executive Committee accepted, at this meeting on January 8, the applications for membership of the following:—J. M. Southcott, editor Exeter *Times;* J. H. R. Elliott, publisher Blyth *Standard;* R. A. Semple, editor Tottenham *Sentinel;* A. S. Wigmore, secretary-treasurer Dominion Railway Guide Publishing Co., Toronto; Frank G. Kelly, manager *Duns' Bulletin,* Toronto; G. H. Muir and Dr. Van Zant, adtising representatives *Farmer's Advocate;* J. H. Fawcett, asst. editor Burk's Falls *Arrow;* F. J. Wichwire, editor Crediton *Star;* Wm. Dennis, publisher Halifax *Herald;* E. W. McCready, manager St. John *Telegraph;* J. B. Lapointe, manager *Le Canada,* Montreal; H. A. Robert, advertising manager *La Presse,* Montreal; W. L. Boynton, Toronto, advertising representative *La Presse,* Montreal; P. D. Ayer, publisher *Eastern Labor News,* Moncton, N. B.; Clement Cormier, manager *L'Evangeline,* Moncton, N. B.; J. W. V. Lawlor, manager *New Freeman,* St. John, N.B., and Martin M. Condon, reporter *South Shore Press,* St. Lambert, Que.

These, with the others accepted at the Executive Committee meeting last September, and by a mail vote in December, make a total of 69 new members received since the last annual meeting. The fees paid by these new members amount to $415. These figures do not include the increases in membership and income that will result from the affiliation of the Western Canada Press Association. While the terms of this affiliation have been agreed to by the Executive Committees of both associations, the actual affiliation has not taken place, and is not likely to be consummated until March 1, when the Western Canada Press Association enters upon another fiscal year.

Three More Agencies Recognized

At a meeting of the Recognition Committee of the Canadian Press Association, held in Toronto, on January 8, recognition was granted to the following advertising agencies:—

The J. S. Robertson Co., Toronto.
J. Walter Thompson Co., Ltd., Toronto.
Noble Advertising Agency, Ltd., Vancouver.

The following is a complete list of the advertising agencies that are now recognized by this association:—

Canadian Advertising Agency, Montreal.
Central Press Agency, Ltd., Toronto.
Desbarats Advertising Agency, Montreal.
Gagnier Advertising Agency, Toronto.
J. J. Gibbons, Ltd., Toronto.
McConnell & Ferguson, London.
A. McKim, Ltd., Montreal.
I. G. Stewart (Imperial Publishing Co.), Halifax.
Woods-Norris Co., Ltd., Toronto.
Press Agency, Ltd., Toronto.
McPherson-McCurdy Co., Ltd., Winnipeg.
Financial Advertising Co., Montreal.
F. Albany Rowlatt, Toronto.
Dominion Advertising Agency, Toronto.
Baker Advertising Agency, Toronto.
Cattanach Advertising Agency, Winnipeg.
The J. S. Robertson Co., Toronto
J. Walter Thompson Co., Ltd., Toronto.
Noble Advertising Agency, Ltd., Vancouver.

Agreements to allow commissions to such Canadian agencies only as are recognized by the Canadian Press Association have been signed by 52 daily newspapers, 133 weekly newspapers, and 16 trade or class publications. Of course, many other newspapers, while refusing to sign an agreement to do so, are guided by the actions of the Recognition Committee in their dealings with advertising agencies. In the list of newspapers that have signed this agreement

sent out recently by the Canadian Press Association the Cornwall *Standard* appeared as the Cornwall *Chronicle;* and the *East Elgin Reformer,* of Aylmer, Ont., as the *East Ensign Reformer.*

More Free Publicity Requests

Bulletin No. 19, issued by the Canadian Press Association on January 15, reports the following requests for free publicity:—

Board of Trade, St. John, N.B.—Civic development copy.

A. E. Ames & Co., Toronto.—Progress of Sherwin-Williams Co.

Berliner Gramaphone Co., Ltd.—New records; plates or mats. for future readers offered.

Charles F. Roland, Publicity Commissioner, Winnipeg.—Three foolscap pages of matter booming Winnipeg.

Home Suite Homes, Toronto.—Announcement of competition for name of new ladies' residence.

British & Colonial Press, Ltd., Toronto.—So-called "fillers" boosting made-in-Canada goods.

Central Business College, Stratford.—Splendid advertising copy offered as a "free local."

Council of Entwhistle, Alta.—Clipping from Edmonton *Bulletin* relating to improved train service.

Edmonton Board of Trade.—Statistics regarding municipal growth.

International Securities Co., Ltd.—West Canada News Letter, dated Jan. 2, 1912, the obvious object of which is to stimulate interest in the towns and cities of Western Canada, in which this company has land for sale. A regular news (?) service is offered.

Canadian Handicrafts Guild, Montreal.—Prize list for Handicraft competition.

San Pedro, Los Angeles and Salt Lake Railroad Company, Los Angeles, Cal.—Reference to booklet descriptive of new high line through Nevada.

International Hotel Work, New York.—Reading notice on current number. Special articles on international hotel life offered.

Automobile Interests.—Knox Automobile Co., Lozier Motor Co. (including several photographs), McKeen Motor Car Co., Jewel Carriage Co., J. I. Case Co., American Locomotive Co., and Thomas B. Jeffery Co.

Lake Carriers' Association, Cleveland—Matrices of illustrations and story of savings plan inaugurated by vessel owners.

C. W. Post, Postum Cereal Co., Battle Creek, Mich.—Letter to Samuel Gompers.

Westinghouse Department of Publicity, Pittsburg, Pa.—Description of control for electric locomotives.

New York Herald.—Announcement of new serial story.

Atchison, Topeka & Santa Fe Railway System. Boost for Santa Fe de Luxe train.

H. W. Johns-Manville Co., New York.—7 foolscap pages advertising (indirectly) the J-M Fibre Conduit.

J. I. Case Threshing Machine Co., Racine, Wis.—Announcing expansion of business and increase in capitalization.

J. J. Gibbons, Ltd., Toronto.—In interests of Berliner Gramaphone Co. and Caledonia Springs Water Co.

Desbarats Advertising Agency, Montreal.—Write-up of banquet to Hon. Geo. E. Amyot, of Dominion Corset Co., Quebec.

L. G. Cluxton, Montreal.—Reading notice for Starr Hockey skates.

Albert Frank & Co., New York.—Description of Royal Mail Steam Packet Company's steamer "Arcadian," with future advertising held out as bait. Description of new Scandinavian-American Line steamer, "built to encourage commercial relations between Scandinavian ports and the United States!"

J. Walter Thompson Co., Cleveland.—Write-up for Republic Rubber Co.

J. Walter Thompson Co., New York.—Announcement of West Indies cruise of steamer "Stephano."

J. Walter Thompson Co., Detroit.—Readers for Vulcan Motor Car Co., Krit Motor Car Co., Warren Motor Car Co., and Ford Motor Co.

N. W. Ayer & Son, Philadelphia.—Article, "Saving the Sunshine" in interests of D. M. Ferry Seed Co.

G. P. Blackiston, Pittsburgh.—This ubiquitous press agent sends three articles advertising the Berger Manufacturing Co., and one in the interests of Stark Rolling Mill Co.

Stack Parker Advertising Agency, Chicago.—Another column article for the Santa Fe Railway.

Also for an editorial in Canadian Municipal Journal relating to the cement merger.

Another free publicity bulletin will be issued on February 5.

The Advertising Advertising Campaign

The preparation of copy for the Canadian Press Association's campaign to advertise advertising is no easy task. Much midnight oil has been burned in the rooms of the Toronto Ad. Club, and the homes of its members over this work, and finally, at a meeting on January 29, the last eight of the twenty 450-line advertisements in the first series was passed. These advertisements were sent on for consideration by the Canadian Association of Advertising Agencies at a meeting in Ottawa on January 31. If passed by this meeting, they will be gone over by the advertising advertising committee of the Canadian Press Association, and, if satisfactory, put into plates and mats. at once. The plates and mats. for the first twelve advertisements in the series are now being made, and will be sent out early in February. It is likely, therefore, that the campaign will start on Monday, February 22.

The number of co-operating daily newspapers is now 91, which is a very large proportion of the 128 daily newspapers published in Canada. All the provinces are represented in this number—and most of them *very well represented*—as will be seen by the following table:—

Province.	Total daily newspapers.	Number co-operating.
Ontario	54	51
Quebec	16	6
New Brunswick	7	4
Nova Scotia	10	6
Prince Edward Island	3	1
Manitoba	7	5
Saskatchewan	8	6
Alberta	10	6
British Columbia	13	6

The campaign is arousing much interest in the United States. Most of the trade papers there have commented favorably upon it, and several press and advertising associations have written for full information with the view of interesting their members in a similar effort. The buyers of advertising both here and in United States realize the value to them of such a campaign, for it will increase materially the efficiency of all advertising

More District Cost Conferences

A Cost Conference of the printers and publishers of Grey County, Ontario will be held in Owen Sound, on Friday, February 9. There will be afternoon and evening sessions, at 2 and 8 o'clock respectively. The Owen Sound Press Association will entertain the visiting publishers at dinner at 6 p.m. On the following day the publishers of Bruce County will meet in the council chamber, Walkerton, Ont., at 10.30 a.m., for a conference on cost and allied questions. At both meetings Secretary John M. Imrie will give an exposition of the C. P. A. cost system for weekly newspapers offices, and present for consideration the average cost price list of job work that he, with the assistance of several weekly publishers, has prepared.

Mr. Imrie will conduct a cost conference in connection with the Lake Shore Press Association at Bowmanville on February 20.

The Lake Shore Association

The adjourned meeting of the Lake Shore Press Association, recently organized at Bowmanville, will be held on Friday, February 2, in the Hotel Bowman, Bowmanville. The meeting will convene at 9.45 a.m. on the arrival of the morning trains from the east and west. In addition to completing the work of organization, including the appointment of officers, there will be a programme of much interest to all members. W. J. Watson, of the Oshawa *Vindicator,* will discuss "Advertising Rates"; M. A. James, Bowmanville *Statesman,* "Country Correspondence"; S. Farmer, Port Perry, "Editorial Policy," and C. A. Goodfellow, Whitby *Chronicle,* "Job Work." Secretary John M. Imrie, of the Canadian Press Association, will be present, and will give an exposition of the C. P. A. cost system.

Ad. Club Doings

E. J. Ransom, of the Ransom Engraving Co., addressed the Winnipeg Ad. Club on January 9, on "The Engraver's Art in Newspapers and Magazines," and gave a very interesting and instructive address.

The Toronto Ad. Club is well favored with addresses by prominent advertising men of United States. S. C. Dobbs, ex-president of the Associated Advertising Clubs of America, spoke at a dinner on January 4; F. E. Johnston, president of the club at Dallas, Texas, that will be the host of this year's convention, was the speaker at a special meeting on January 15, and George W. Coleman, president of the Associated Advertising Clubs of America, will speak on the evening of February 1. Mr. Coleman will speak at Hamilton at noon on the same day, and to the ad. clubs of Ottawa and Montreal on the following day. Other addresses at Toronto Ad. Club meetings during January were on "Retail Advertising," by H. T. Macdonald, advertising manager Fairweathers, Ltd., and on "The Advertising of Wearing Apparel," by N. T. Bowman, advertising manager Toronto Telegram.

The Vancouver Ad. Club took up the question of a bigger and better Vancouver Exhibition for 1912 at their luncheon on January 3.

The Toronto Ad. Club held its annual meeting on the night of January 18. The membership is now 233, making it the fourth largest club in America. The following officers were elected for 1912:—President, C. W. McDiarmid, Ryrie Brothers; first vice-president, E. L. Ruddy, Connor-Ruddy, Ltd.; second vice-president, Controller H. C. Hocken; third vice-president, Adam L. Lewis, R. G. McLean, Ltd.; secretary, H. O. Edwards, Canadian General Electric Co. of Canada, Ltd.; treasurer, John Blackhall, Dominion Express Co.

Newspapers and the Courts

An action for $10,000 damages for alleged libel has been taken by Gaspard Deserres against La Patrie Publishing Co., Montreal.

John Reid is suing the Calgary *Albertan* for $25,000 damages for libel alleged to be contained in an editorial relating to Reid's relations with the Chief of Calgary's police.

William Pinkerton, of the Pinkerton Detective Agency, has issued a writ claiming $100,000 damages from the Montreal Herald Publishing Co., arising from the Dave Russell suit against the Pinkertons.

Following the publication of a personal item in the Stratford *Beacon,* a libel action was begun by P. Duval and Jessie Etherington against W. M. O'Beirne, the publisher. The latter was given an order for security of costs by the local judge, but Justice Middleton allowed an appeal.

The publishers of the *Catholic Register,* Toronto, have been sued for libel by D'Arcy Hinds. The item which is objected to by Mr. Hinds was a letter supposed to be written by a member of the Ancient Order of Hibernians denying that Mr. Hinds was expelled from that organization for writing a poem entitled "An Ode to the Princess Patricia."

Ex-Ald. Dan Gallery, of Montreal, has brought action against the Montreal *Star* for $5,000 on the ground that they said he had been condemned by Justice Cannon's report for his votes on the old council. His contention is that, though Justice Cannon's report mentions him as one of the twenty-three, he is not among those condemned by the report.

A general plea of absence of any intent to injure has been entered in the $10,000 damage suit brought by Dame Rebecca Morin, nee Chiniquy, daughter of Father Chiniquy, ex-priest, against Josephin Begin, proprietor of *La Croix.* It is alleged that Begin published a story to the effect that Dame Morin was illegitimate, because her father was an ordained priest.

A Cost Congress of Master Printers in Eastern Canada

will be held on

Thursday and Friday, Feb. 22 and 23, 1912

at the King Edward Hotel, Toronto

DURING the past two or three years Printers' Cost Congresses have been held in various cities of the United States, and about twenty-five district Cost Conferences have been held in Canada. Most, if not all, of these Congresses and Conferences have led to a marked and permanent improvement in conditions in the districts for which they were held; but because of the expense of attending the Cost Congresses in the United States and the local nature of the Cost Conferences in Canada, Canadian printers, as a class, have not been benefited by this cost educational movement to the degree that is desirable.

So, the various Master Printers' Associations throughout Eastern Canada, the Canadian Press Association, representative printers in non-organized cities and *Printer and Publisher* are co-operating in arrangements for a Cost Congress of the master printers from Winnipeg to Halifax, at the King Edward Hotel, Toronto, February 22 and 23.

Several of the speakers who have contributed most to the success of the large Cost Congresses in United States have been secured for this Congress. Associated with them on the programme are Canadian printers who have proven the value of the Cost System, and will tell their experiences to others. These men will deal with such subjects as cost of production, cost of handling stock, depreciation, advertising a printing business, estimating, cost systems for large offices, cost systems for small offices and cost systems for weekly newspaper offices.

You have been troubled with some of these questions; or perhaps you do not know what your trouble is beyond the fact that you are not making out of your business the money that you should. Take two or three days off from your work; attend this Cost Congress; fraternize with your fellow printers; hear their experiences and opinions regarding trade problems, and give some of your own in a "free-and-easy" discussion that will follow each paper.

To partially cover the expense in connection with this Congress a registration fee of $2.50 will be charged all printers attending it. This fee is less than the cost per plate of the banquet alone, but a number of printers, who are deeply interested in cost educational work, have subscribed over a thousand dollars in order that the registration fee may be kept within an amount that will not keep any printer away from this Congress.

The printer who will attend this Cost Congress and add to his present knowledge some of the suggestions that will be made at it, will make more money when he goes back to his business than he ever made before. So, don't look at the cost of attendance as an expense—it will be one of the best investments you ever made.

You are invited and urged to come by the following:—

GENERAL COMMITTEE:

A. Macomb (Chairman)	Bryant Press, Ltd.	Toronto
H. L. Rous (Vice-Chairman)	Rous & Mann, Ltd.	Toronto
Atwell Fleming	Atwell Fleming Co.	Toronto
F. M. Kimbark	Business Systems, Ltd.	Toronto
R. T. McLean	R. G. McLean	Toronto
Douglas Murray	Murray Ptng. Co., Ltd.	Toronto
Jas. Miln	Miln-Bingham Co.	Toronto
Chas. S. J. Phillips	Morton-Phillips Co.	Montreal
J. B. Lapointe	Perrault Ptng. Co.	Montreal
Geo. H. Saults	Saults & Pollard, Ltd.	Winnipeg
A. McMillan	J. & A. McMillan	St. John
Fred. Boardman	Government Ptng. Office	Ottawa
Matthew Esdale	The Esdale Press	Ottawa
W. A. Monaghan	T. C. Allen & Co.	Halifax
Jos. Dussault	Dussault & Proulx	Quebec
Thomas J. Moore	Thomas J. Moore & Co.	Quebec
E. J. Page	E. J. Page	Sherbrooke
Geo. Allen	Reid Press, Ltd.	Hamilton
Hal. B. Douly	The Reformer	Simcoe
H. J. Jones	Lawson & Jones	London
F. H. Dobbin	The Review Print.	Peterborough
W. J. Taylor	The Sentinel-Review	Woodstock
Alex. D. Bean	The Daily Telegraph	Berlin
J. J. Hurley	Hurley Ptng. Co.	Brantford
Henry B. Burgoyne	The Standard	St. Catharines
John A. McKay	The Record	Windsor
M. A. James	The Statesman	Bowmanville
C. W. Young	The Freeholder	Cornwall
F. B. Allen	The Chronicle	Port Arthur
W. E. Smallfield	The Mercury	Renfrew

CHESTER B. AMES, JOHN M. IMRIE,
Joint Secretaries of Committee.

TENTATIVE PROGRAMME

THURSDAY, FEBRUARY 22

Meeting called to order by Temporary Chairman,	A. Macoomb,	Bryant Press, Ltd.,	Toronto
Invocation,	Right Rev. R. F. Sweeny,		Bishop of Toronto
Address of Welcome,	G. Reginald Geary,		Mayor of Toronto
Response,	J. H. Rutherford,	The Times,	Owen Sound
Election of Permanent Chairman, Vice-Chairman and Secretaries.			
The Printer as an Advertiser.	George Hough Perry,		New York
The Cost of Handling Stock.	R. J. Hausauer,	Hausauer-Jones Co.,	Buffalo
Depreciation.	Geo. H. Saults,	Saults & Pollard,	Winnipeg
What Organization and the Cost System can do for the Printer.	Henry P. Porter,	The Oxford Print,	Boston
Are You—"The Boss"—On the Payroll?	H. P. Moore,	The Free Press	Acton

THURSDAY EVENING

BANQUET	(Informal Dress)	Banquet Room, King Edward Hotel
Address - Trade Schools -	Chas. S. J. Phillips,	Morton, Phillips Co., Montreal
Address	J. Stearns Cushing	President United Typothetae of America, Norwood, Mass.

FRIDAY, FEBRUARY 23

Efficiency.	F. H. Dobbin,	The Review, Peterborough
What Co-operation, Organization and the Cost System have accomplished for the Printers of the United States.	J. Clyde Oswald,	The "American Printer," New York
Demonstration of the Standard Uniform Cost-Finding System (illustrated by charts)	F. I. Ellick,	Omaha Printing Co., Omaha, Neb.
Applying the Standard Uniform Cost-Finding System to the Combined Weekly Newspaper and Job Plants of Canada	John M. Imrie,	"Printer and Publisher," Toronto
Is a Cost System Necessary?		
(a) In a Large Office,	R. T. McLean,	R. G. McLean's, Toronto
(b) In a Small Office,	Hal. B. Donly,	The Reformer, Simcoe
(c) In the Government Printing Office,	Fred. Boardman,	Ottawa
How a Cost System Assists in Making Prices.	Matthew Esdale,	The Esdale Press Ottawa

"THERE is a marked difference between the point of view of the printer who attends Cost Congresses and other conventions of master printers and the one who stays at home," said Franklin W. Heath at the recent Cost Congress at Philadelphia. Broaden your outlook and take a real part in this movement for better conditions in the printing trade by attending the Cost Congress in Toronto.

The Men Behind the Printers' Boards of Trade

This month you are introduced to



CHESTER B. AMES

Secretary-Manager of the Graphic Arts Board of Trade of Toronto

IF you didn't know that Mr. Ames was a printer, what would be your first guess as to his vocation? Look at him closely. Can't you see "Sailor" written all over him, from the cut of his beard to the bend of his knee? Yes, indeed, Chester B. Ames has had his taste of the salt sea, has visited many a strange land, and has had nautical experiences enough to fill a book. Love of the great deep was born in him, for his ancestors were a seafaring family, and when young Chester appeared on the scene at Osterville, Massachusetts, back in 1859, he inherited his share of the family characteristic.

However he had another obsession, or else he wouldn't be figuring to-day as the Manager of a Printers' Board of Trade. Type and ink and presses and paper and all the paraphernalia of the printing office appealed to him, even more strongly than the sea, and when he got through attending school at Malden, Mass., he went to work in the Malden Mirror office. From there he wandered around among several Boston shops, until his father set him up in business for himself in 1879.

Soon after he began to experience those longings to see the world that trouble so many young men, with the result that in 1881 he chucked the printing business and went to sea as one of Uncle Sam's Navy Marine Corps. It was aboard the old flagship Brooklyn that he sailed and in the five years of his service he knocked all around the world and enjoyed many interesting experiences.

Then he left the navy and returned to his first love, becoming a compositor in E. B. Stilling's printing office in Boston. Being an able sort of chap, he rose to be foreman, and then mechanical superintendent. Following that the transition to the business end was easy, and presently he was a high official of the Griffiths Stillings Press. When the printers' board of trade movement began to take hold he was picked as a capable man for secretary, and in 1905 accepted an offer of the management of the Buffalo board. Three years later he came to Toronto, where he has served the local printers with ability and gratifying success. Personally, you couldn't wish to meet a more genial fellow, and, if you like fishing, why you will be good friends in no time.

WHAT THE PRINTERS' BOARDS OF TRADE ARE DOING

Montreal Printers' Board of Trade

The Eastern Canadian contingent, which left Montreal January 14, to attend the Master Printers' Convention and Cost Congress of the Middle Atlantic States, held in Philadelphia, January 16-17, consisted of: Chas. S. J. Phillips, president Montreal Printers' Board of Trade; Brainerd G. Ransom, T. J. Moore, of T. J. Moore & Co., Quebec; Fred Boardman, superintendent Government Printing Bureau, Ottawa; A. E. Mortimer, of The Mortimer Co., Ltd., Ottawa, and Manager Tice, of the Montreal Board.

When our delegation returned to New York we had the pleasure of a special invitation to attend the annual dinner of the Typothetæ of the city of New York, held in commemoration of the two hundred and sixth anniversary of the birth of Benjamin Franklin, Hotel St. Regis, January 17. The speakers were as follows:—Hon. Ahnet F. Jenks, "Benjamin Franklin"; Arthur Brisbane, "If Benjamin Franklin were to return to New York"; Elbert Hubbard, "Big Business"; Chas. S. J. Phillips, "Montreal and Benjamin Franklin." John Clyde Oswald acted as toast master.

The Montreal Board hopes to have a large delegation attend the Cost Congress to be held in Toronto, on February 22 and 23.

H. M. Guest, printer, publisher, stationer, etc., Klerksdorp, Transvaal, writes under date of 12th of December, acknowledging receipt of copy "Standard Uniform Cost Finding System," which he requested, and trusts that the printers of his country will eventually succeed in getting a similar system established.

The annual banquet of the Montreal Printers' Board of Trade takes place on Saturday, February 10, at the Place Viger Hotel.

CHAS. H. TICE,
Secretary-Manager.

THE WINNIPEG BOARD.

At the regular executive committee meeting of the Winnipeg Printers' Board of Trade, held on Jan. 11, 1912, the proposed establishment of a Canadian branch of the United Typothetæ of America was discussed at some length, and a recommendation made by the executive committee to the effect that all those members of the board not now members of the Typothetæ should join the Typothetæ, and thus allow the board as a whole to become a branch of that body. A canvas of the members is now being made, and it is expected that such action will be taken, when a field man will be asked for to instal cost systems in the different offices.

There has been quite a demand for the new price book of printing recently issued by the Winnipeg Printers' Board of Trade, over 100 copies having been distributed to date.

The attendance at the lunches given every Thursday in the board rooms is gradually increasing, and great benefits derived from the subjects talked about. Visitors from out of town are always welcome, and we hope all printers, when in Winnipeg on Thursdays, will take advantage of the opportunity to meet with the Winnipeg printers by attending these luncheons.

At the last estimating class, held January 9, 1912, there was quite a lively discussion upon the question of bindery time of a 12-page booklet that was being discussed, some contending that the form should be run to fold three parallel folds, while some said the binding time would be less if folded regular 12-page fold, the stock cutting the same out of a sheet in either instance. After listening to talks pro and con by different bindery foremen, the class decided the three parallel fold form to be the cheapest, not only from a binding standpoint, but from the lockup man's view also.

The agitation started some two months ago by this board in regard to importation of printing from the States has caused a closer scrutiny of such printing entering Winnipeg. It is the intention of the Winnipeg Board, in conjunction with all the western printers' organizations, to keep after the Department of Customs until a competent man is appointed to look after this one item of imported printer matter, with jurisdiction over all the ports of entry of Western Canada.

ALVIN S. DUNBAR,
Manager.

TORONTO BOARD NEWS.

The secretary, accompanied by Clarence James, of Lyon & James, and John M. Imrie, attended the Cost Congress, held in Philadelphia, January 16 and 17. The attendance of seven hundred people testified to the interest engendered and the worth of such assemblages. Many excellent papers were given, and the Cost Congress was a decided success. If every printer could be induced to attend one of these meetings in his own section of the country, it would not require the efforts of organizers or other officials or printers' associations to induce them to affiliate themselves with organized printers.

One of the things most firmly impressed on the minds of all attendants at this meeting was the increased thought and attention given to "Efficiency" and "Shop Management." Cost finding in the larger cities of the United States has been carried very far. The natural sequence and co-related study is "Efficiency." It seemed to be the general consensus of opinion that as much money will be made in the

near future by the study of efficiency and its proper application, as would be from increased prices.

The knowledge gained, the social feelings which are promoted must and do make all attendants at such meetings better printers and better men. With this fact in view, let me hope and urge that the printers of Eastern Canada will come in a body to the Cost Congress, which will be held in Toronto on February 22 and 23. By this time you must have received your notice which I urge that you will carefully read, especially noticing the array of talent which will be offered to you.

CHESTER B. AMES,
Secretary-Manager.

NOTES FROM OTTAWA.

Prospects for advancement are bright with the Ottawa printers' association. The Board of Trade at their meeting held on January 8, elected Geo. H. Popham president, and from the discussions which occurred on that occasion there is every reason to hope for a progressive future.

A. E. Mortimer and F. Boardman attended the Cost Congress, held at Philadelphia, and are enthusiastic over the importance of the questions presented at the conference. The president of the board intends giving a supper shortly, when these gentlemen will give a short report of the congress proceedings.

Canadian Printing and Publishing Plants

No. V.--Winnipeg Saturday Post's Plant

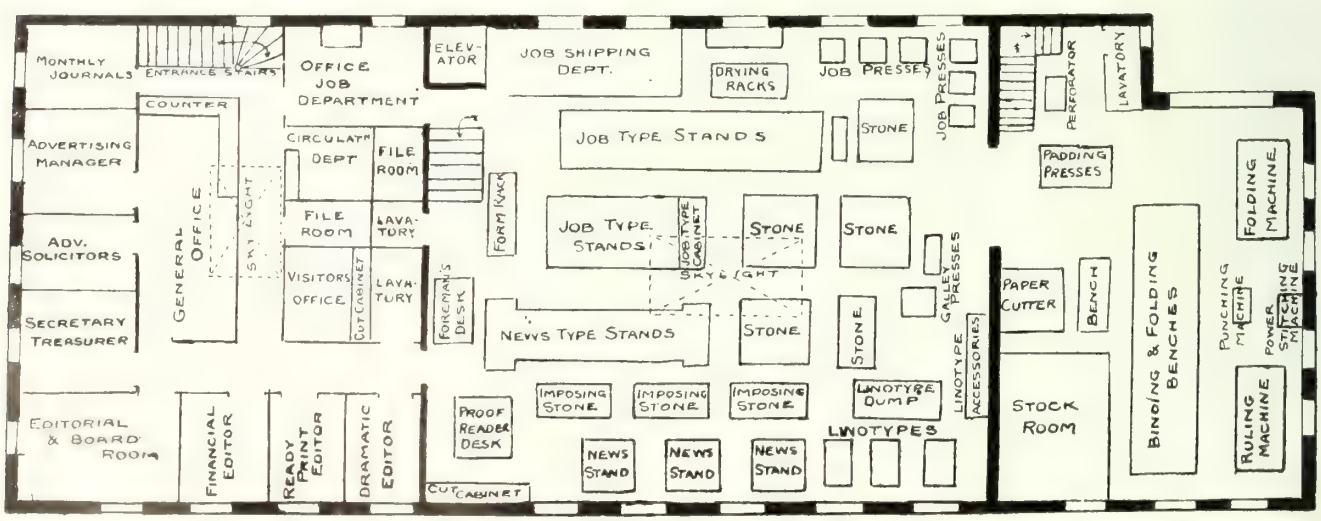
THE new plant of Winnipeg Saturday Post, Ltd., is another illustration of the unit system of lay-out and the arrangement of units in the order in which they have a part in the production of the average job.

The *Post* plant covers a floor area of over 10,000 square feet, on the ground and first floors of 706 Broadway, Winnipeg. The cylinder press room occupies the front third of the ground floor, and the entire first floor is taken up with the offices and other mechanical departments. The press room is well lighted with large plate glass windows across the entire front, and ordinary windows on the west side. Windows on four sides and sky lights light every part of the first floor.

The accompanying floor plan shows clearly the convenient arrangement of the business offices and editorial rooms. At the right of the entrance door is the general office, from which two doors lead to the offices of the advertising manager and the advertising solicitors respectively. Another door at the far end of the general office opens into an aisle from which are doors giving entrance to the secretary-treasurer's office and the editorial and board rooms (at the front of the building) and to the offices of the financial, ready print and dramatic editors, that are in a row along the west side. Another aisle runs at right angles to this one, and connects it with the entrance door. This aisle is bordered on one side by the general office, and on the other by a reception room for customers, a file room, the circulation department's quarters and the job department office.

The job department office is connected directly with the mechanical departments. These are in three rooms—two in the same floor and one (the cylinder press room) on the floor below. The room that is first entered from the job office contains 3,500 square feet, and is well lighted by windows on the east and west sides, and a large skylight in the centre of the ceiling.

The east half of this room is devoted to the production of job work, and the equipment is of a distinctly modern type. The economy of full cases of a few good series rather than a small supply in many faces has been recognized in the purchase of type. Spacing material, rules and borders are placed in several convenient positions instead of in one place—as is too often the case. The imposing stones are so situated that the light from the skylight shines directly upon them. Another stone, fitted with sections containing reglets and furniture for use in locking-up forms, is placed conveniently to the job presses, of which there are six, arranged in two rows at right angles to each other in the southeast

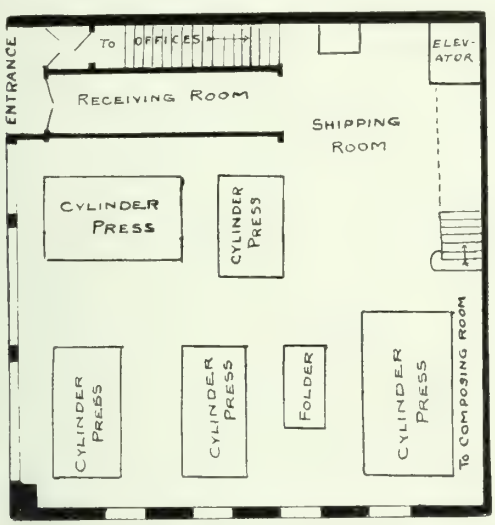


Plan of First Floor of Winnipeg "Saturday Post" Plant.

corner of the room. These presses are equipped with individual motors. In front of them are drying racks, and in front of these racks are a table and other accessories of a shipping department for small job work.

The remaining half of this room is occupied by the news section of the composing department, and connected by a door with the editorial offices. Included in this department are three No. 8 three-deck linotypes of the latest type. They are on a solid concrete foundation and are operated steadily, three shifts being employed.

The bindery is at the back of this floor in a room with a floor area exceeding 2,000 square feet. This room is divided from the other by double fireproof doors. The bindery equipment includes a Dexter



Plan of Pressroom Floor of Winnipeg Saturday Post Plant.

cutting machine, a Boston wire stitcher, a Siebes and Trussell punching machine, a Franklin perforator, a Hickok under-lift ruling machine and other modern labor-saving devices.

Theoretically the cylinder press room, if on a lower floor, as it is in this plant, should be at the south end of the building, immediately below the bindery. Instead, it is at the north end below the business and editorial offices. An elevator and staircase on either side of the door connecting the job department office with the mechanical department, afford quick communication between the two floors. There are five Optimus presses in the press room, and they are built on solid concrete foundations. They are placed so that the pressmen and feeders get the full benefit of the light from the plate glass windows at the front of the building, and passers-by on Broadway can see "how things are done." Each press is individually driven by a 550 volt A. C. variable speed, three phase motor. The folding machine is in this department, as the printed sheets go to it from the cylinder presses in natural sequence. In the southeast corner of the press room and in direct line with the shipping and receiving doors is the freight elevator, used for carrying stock to and from the bindery and press room and for taking cylinder press forms from and back to the composing room.

Winnipeg Saturday Post, Ltd., would be considered a comparatively new concern in the more conservative east, but is already well established and doing a large business in the western provinces. It was organized in November, 1907, with Knox Magee as president and editor-in-chief, and W. S. Kennedy as business manager. In addition to the publication of the *Post* and the conduct of a job printing business, this company is proprietor of a ready-print service for western newspapers, known as Western Ready Prints.

NEWS ITEMS

BRITISH COLUMBIA.

E. V. Chambers and N. G. Cary have purchased the Advertiser, of Armstrong, from I. S. Polson.

Opportunities came out with a bright January number, a feature being the special automobile section.

The neatest and most distinctive building in Vernon, B.C., is said to be the new home of the Walker Press, owned by H. M. Walker.

Mayor Taylor, of Vancouver, entertained the newsboys of the city to a banquet on Christmas Day. There were two hundred of them present.

The Penticton Herald issued a special number on December 23, giving a history of the town and other useful information about its leading features.

J. J. Randolph, foreman of the British Columbian, New Westminster, came in for a pipe and an address at Christmas time, the donors being his fellow employees.

It is reported that the business men of Hazelton have threatened to take their ads. out of the Herald, if that paper refuses to expose the blind pigs that are so numerous in that section. The Herald editor replies that he is too busy to do the work of the police.

P. W. Luce, a New Westminster newspaperman is head of the advertising department of W. J. Kerr, Limited, to the staff which has recently been added R. Welch, of Seattle. This firm conducts as large and as bright an advertising campaign as any on the coast.

The annual review number of the Nelson Daily News appeared on January 8 and ran to forty pages. As a compact and comprehensive summary of conditions in the Kootenay this number will prove invaluable. Two sections were printed on book paper and were extensively illustrated.

The wedding took place recently in Vancouver of B. B. Cooke, editor of Canadian Collier's, to Miss Jean Gertrude, daughter of the late John Dewar and Mrs. Dewar, of Milton, Ontario. Mr. and Mrs Cooke will make their home in Toronto.

The Vancouver World's New Year's Edition, published on January 6, was a monumental piece of work extending to 148 pages, with a four-page cover in colors. It summarized and brought up to date the story of Vancouver's progress, dealing with the growth of the city under the various heads of government, history, board of trade, banking, building, real estate, schools, etc.

One of the progressive suburban weeklies is the Citizen, published in West Fairview by W. Cowper Harris, at one time of Medicine Hat, Alta. Mr. Harris' son is associated with him, and they have a nice little newspaper as well as an active and up-to-date job printing plant. Theirs is the most successful of suburban publications.

Members of the Vancouver Press Club were entertained recently by Signor Malini, Prince of Prestidigitateurs, it being the first of a series of Bohemian nights arranged by the entertainment committee. Among the others who mounted the platform were Harry Cowan, Vancouver's veteran printer; James McGeer, G. Turner, H. Turner, N. Sawers, Price and Thomas.

J. W. Bennett has resigned as editor of the District Ledger, published at Fernie. The editor of the Fernie Free Press quite extended himself to give expression to the esteem in which Mr. Bennett is held in the Coal City Capital of the Crow's Nest Pass.

C. R. White, at one time a member of the World staff, was in Vancouver recently. He is now a traveling salesman.

The 1912 volume of Modern Architecture has been issued by the Metropolitan Press, Ltd., of Vancouver, and is a work of unusual merit. It has numerous illustrations showing Vancouver's progress. The typographical appearance is excellent. The volume contains 132 pages of high-grade stock, finished in red antique cover in blue and gold with attractive cover design.

Representatives in the press gallery of the Legislature at Victoria have organized for the present session. Officers are:—President, R. J. Hartley, Victoria Times; Vice-President, F. R.

McNamara, Vancouver Province; Secretary Treasurer, R. E. Gosnell. The honorary president and honorary vice-presidents remain as last year, namely, Premier McBride and Hon. Price Ellison and Hon. H. E. Young. The annual press gallery dinner will be held early in February.

The Vancouver News-Advertiser on the morning after Christmas destroyed a record possessed by no other paper in Canada, in that it has never missed publication six days in the week, since it was started by Mr. F. L. Carter-Cotton, twenty odd years ago. This paper came out regularly every morning, holidays notwithstanding, but missed publication the morning after Christmas, owing to the desire of the representative of the proprietors.

The Foulser Advertising Service, Vancouver, were responsible for a pleasant evening for the ad.-getters of the different local papers, when they were invited to a banquet at the Travelers' Hotel. The affair was delightfully informal, and every effort was made to give all present a good time. The menu was gotten up appropriately, and the programme, instead of consisting of set speeches with the usual preliminary of how glad one was to be present, was varied with song, story and original joke. A medal was offered for the best definition of up-to-date optimism, and this was won by W. A. Elletson, business manager of the World. The overture, "Casseret Rag They Work While You Sleep," is an example of the numbers. Among those present were P. Burd, Fuller, Newcombe and Wright, of the Province; Nelson and Corrigan, of the News-Advertiser; Carsnell, Gibb and Cowan, from the Sun; Elletson, Ward, Patterson and Thompson, of the World. The hosts were Frank Foulser who came to Vancouver from Seattle, and Mr. Markham, a son of Col. Markham, formerly prominent in the newspaper world in St. John, N. B.

THE PRAIRIE PROVINCES.

The Viking Gazette printing office was destroyed by fire on January 12.

Sidney Conant, Jr., of Midale, has recently acquired the Macoun Journal.

The Munson Mail has been established at Munson by Homer Mohr, formerly of Stettler.

F. J. Pratt, editor of the Earl Grey Coronet, was married on January 1 to Miss Grace Hawkes.

The Carlstadt Progress is the name of a new paper started at Carlstadt by Calvin Goss, of Brooks.

Fire did some slight damage in the Heims Kringla printing office, Sherbrooke St., Winnipeg, recently.

Sam J. Latta, of the Prairie Witness, Govan, has replaced his Diamond press with a Cranston cylinder.

Leo Bronson, proprietor of the Craik News and Brock News, has started a third paper at Liberty, called the News also.

S. W. Wynn, managing editor of the Yorkton Enterprise, visited eastern Canada recently, accompanied by Mrs. Wynn.

A. A. P. McDowell, publisher of the Daysland Press, was married on January 17 to Miss Agnes Barner, of Wetaskiwin.

George P. Minaker, editor and publisher of the Gladstone Age, died recently at Palm Springs, California, after a protracted illness.

The plant of the Canora Advertiser was destroyed by fire recently. The paper is being printed in Grandview until new premises and plant are ready.

H. Duncan, of the Claresholm Review and the Barons Enterprise, has acquired the Granum News. H. Lee Simmons will be editor and manager of the latter paper.

J. H. Malcolm, of Neepawa, Man., has started a paper in Lacombe and will conduct it along independent Conservative lines. He has had considerable newspaper experience in the west.

The North Battleford Optimist has started publication. Its politics are Conservative. Included in the company which will run the paper are Harry Handley, formerly editor of the Unity Courier, and Mr. Gillespie, a cartoonist and writer.

The annual banquet tendered by the management of the Lethbridge Herald to its employes took place on the night of January 3rd. W. A. Buchanan, M.P., managing director, was the toast master, and there were a number of distinguished guests.

The Strathcona Plaindealer has changed hands. For the past few years it has been conducted by J. H. McDonald, and is now owned by an Edmonton syndicate. The purchase was made for the syndicate by H. H. Hull, manager of the Edmonton Printing Company, and for some time at least the paper will be conducted as a semi-weekly.

The Saskatoon Phoenix issued an 84-page Proclamation and Harvest Number on January 1. Seven sections of 12 pages each deal with the general, educational, building, crop, agricultural, real estate and historical interests, respectively, of this rapidly developing city and surrounding country. J. A. Aikin, the publisher of the Phoenix, is to be congratulated upon this splendid edition.

Philip Purcell, for the past six years editor of the Brandon Sun, was presented with a club traveling bag and $250 in gold by his friends, on January 2. He has sold his interests in the Sun to P. C. Mitchell and has gone east. Mr. Purcell has been a prominent figure in Brandon for twenty-four years. He first conducted a job printing establishment for E. L. Christie and then became editor of the Times for a number of years. He has bound himself not to engage in journalistic work in Brandon for seven years.

ONTARIO.

The Waterloo Sentinel is running a circulation contest.

Charles H. Land, for thirty years a collector for the Toronto Globe, is dead.

The Renfrew Journal completed its twenty-fifth year on December 28.

W. W. Pittard, editor of the Almonte Times, has been elected mayor of the town.

N. T. Bowman has been appointed advertising manager of the Toronto Telegram.

The Port Hope Times has inaugurated a voting contest, the prize for which is a $400 piano.

T. F. Bellamy, late of Ingersoll, has taken charge of the job department of the Galt Reporter.

The Porcupine Press, published in South Porcupine, commenced a daily issue on January 11.

The Galt Reformer has launched another circulation contest, having withdrawn the one started last fall.

The Ottawa Citizen has completed the installation of a new press, which doubles the paper's printing capacity.

The Toronto Newspaper Rifle Association has been organized by members of the editorial staffs of Toronto newspapers.

Stanley McCormick, formerly of the Chatham News staff, is now on the editorial staff of the Kalamazoo (Mich.) Gazette.

George W. James, publisher of the Bowmanville News, is convalescing after a serious illness of over two months' duration.

Joseph I. Phillips, advertising manager of the St. Thomas Journal, has accepted the position of local advertising manager on the Ottawa Free Press.

J. S. Crate, who has been news editor of the Toronto News for the past two years, has accepted a similar position with the Toronto Star.

The Trenton Courier issued an industrial, financial and power edition in January. It was printed on book paper and specially illustrated.

Peter Johnston, for the past eight months editor of the Guelph Mercury, is now associate editor of the Canadian News Bureau, Toronto.

Leslie Burk, of Blenheim, for some months past on the Chatham News staff, has been appointed foreman on the Wiarton Canadian Echo.

The young son of W. B. Preston, business manager of the Brantford Expositor, was instantly killed in a runaway accident at Brantford on January 16.

John Ross Robertson, publisher of the Toronto Telegram, has presented the public library of Toronto a collection of historic pictures, worth $30,000.

Mrs. George M. Rose, widow of the late G. M. Rose, founder of the Hunter, Rose Co., Limited, Toronto, is dead. She was a cousin of Sir Oliver Mowat.

Charles Jenkins, city editor of the Chatham Planet, has been appointed one of the board of education representatives on the Chatham public library board.

The Wallaceburg News issued a Christmas and New Year's number on December 29, illustrated mainly with views of the residences of prominent citizens.

Wm. E. Park, of the Chatham News, for two years past a member of the Chatham board of education, was a candidate for re-election, but went down to defeat.

The Ottawa Journal entertained seventy-five newsboys at a banquet on December 28, after which the whole party attended a performance at the Dominion theatre.

Sir Mackenzie Bowell, proprietor of the Belleville Intelligencer, celebrated his eighty-eighth birthday on December 27. For 77 years he has been connected with the Intelligencer.

The York Press is the name of a new Toronto printing office, located in the Grip building, on Temperance Street. E. M. Wilcox, president of the Dominion Advertising Co., is the owner.

W. A. E. Moyer, of St. Catharines, has been appointed managing editor of the Kingston Standard. Mr. Moyer has had wide experience in journalism. His father was proprietor of a paper in Berlin.

D'Alton Campbell, of Gravenhurst, a local druggist, has bought the Gravenhurst Banner. This paper has been printed in Bracebridge for some time, but Mr. Campbell intends putting in a plant in Gravenhurst to handle it.

The London Free Press recently made the following announcement: "The London Free Press will not in future publish communications addressed to the editor unless the same are

signed, for publication, by the writer." The Windsor Record announces editorially that a similar New Year's resolution has been chalked up in that office.

John S. Brundige, formerly an employe of the Shelburne Free Press, and later proprietor of the Francis Free Press, has sold out that paper and is now in the real estate business in Swift Current, Sask.

The editor of the Burk's Falls Arrow, A. R. Fawcett, has recently spent eight months and a half in traveling all over the province. He will publish in his paper a series of articles describing his experiences.

W. A. Hutton, formerly publisher of the Tilbury News, and more recently customs collector at Tilbury, has also been appointed clerk of that town. Mr. Hutton was connected with the Toronto Globe at one time.

Birch's Magazine is the name of a monthly publication of general nature that began its career with a January, 1912, number. Arthur Birch is editor, and the publishers are the Birch Publishing Co., 77 Victoria Street, Toronto.

In the election of the Halton County Council for 1912, two newspapermen figured. Arthur S. Forster, president of the Halton Press Association, is reeve of Oakville, and Joe M. Moore, secretary of the association, is reeve of Georgetown.

A cowardly attack was made on the office of the Acton Free Press on January 17, empty liquor bottles being hurled through the plate glass front. The outrage was perpetrated by men who resented the attitude of the Free Press on the liquor question.

Fire in the Harris Lithographing Co.'s premises on Wellington Street, Toronto, last month, damaged building and contents to the extent of $1,250. Samuel Harris, the proprietor, was badly burned and otherwise injured about the face in fighting the flames.

An additional permit has been issued for the erection of additions to the Graphic Arts building, corner of Richmond and Sheppard Streets, in which Toronto Saturday Night and Grip, Limited, will be housed. The height will be four and one-half storeys.

Several municipalities in western Ontario have passed resolutions urging the continuance of the "Flying Post" early morning mail service out of Toronto. The Dominion Government recently gave notice that this service would be discontinued on the expiration of the present contract.

Dr. A. H. U. Colquhoun, Deputy Minister of Education, was elected honorary president of the Toronto Press Club at a meeting early in January. The annual meeting of the club was held on January 24. A proposal to secure permanent quarters is being considered by the membership.

Harry S. Scott, formerly of Windsor, and for some time past business manager of the Detroit News, has succeeded E. B. Whitcomb as a director of the Evening News Association. Mr. Scott, who was born in St. Thomas, began work on the Detroit paper at $8 a week and has steadily advanced.

Stanley N. Dancey, at one time on the Stratford Herald reportorial staff, and more recently a newspaperman at Vernon, B.C., has been appointed by the British Columbia Government to lecture in the Old Country on the possibilities of the Pacific Province. The position carries a $6,000 a year salary.

The Hamilton Herald has instituted a voting contest, with prizes of tempting value. Twelve thousand dollars in cash or money's worth is the sum to be distributed. The Spectator has also started a contest, while the Times has been expressing the adverse opinions of a number of business men to such contests.

E. Sterling Dean has resigned his position of advertising representative for the Toronto Telegram, to engage in the advertising agency business in Toronto. He has seven or eight local accounts, including Redfern's, Limited, and Ed. Mack, Limited, but intends to work at once on the development of general business. Mr. Dean was on the Telegram staff for over 16 years.

The Forest Free Press has now entered on the thirty-fourth year of its career, during twenty-four years of which H. J. Pettypiece has been the owner and manager. He is now the patriarch among the newspaper publishers of Lambton County, having seen all the other papers in the county pass into different hands.

In a recent issue it was stated that the Courtwright Sun had ceased publication. The item was hardly correct. In June, 1910, Harry Moore, editor of the Alvinston Free Press, bought the Sun, changing it to the Tribune. Then in the fall he amalgamated it with the Sombra Outlook, publishing a joint paper for the two villages.

The Hamilton Press Club is now getting down to a course of monthly dinners. At the January function, held at the Waldorf hotel on January 4, A. T. Freed, former editor of the Hamilton Spectator, was the guest of honor and gave a short address, reviewing his connection with journalism. There was also a musical programme.

J. W. Curran, proprietor of the Weekly Sault Star, of Sault Ste. Marie, announces that he will start the publication of a daily in February. For this purpose he is installing a three-decker linotype, in addition to his two other typesetting machines, and a Goss Comet perfecting press. Mr. Curran was formerly city editor of the old Toronto Empire and more recently city and news editor of the Montreal Herald.

The Ottawa Free Press announces the appointment of J. I. Phillips, formerly advertising manager of the St. Thomas Daily Journal, as local advertising manager, succeeding John D. McCallum, who has joined the staff of the Montreal Star. The Star seems to have a high regard for Ottawa Free Press training, for this is the second time within two years that it has taken the local advertising manager of that paper.

The Ottawa Printing Company has been awarded the contract for printing the Labor Gazette. It amounts to about $40,000 a year, and was previously in the hands of the Ottawa Free Press.

Two attempts to burn the Globe office and one to burn the Mail and Empire building were made by incendiaries early in the morning of January 4. Fortunately the fires were discovered in time to prevent much damage being done.

QUEBEC.

Leslie H. Christie has left the employ of the Verdun Echo.

George Macdonald, formerly with the Hamilton Spectator, has been appointed staff representative in Montreal of Canadian Press, Limited.

Lionel Sylvestre, late of the editorial staffs of Le Devoir and La Patrie, Montreal, has joineld La Presse as assistant sporting editor.

Frank Carrel, editor of the Quebec Daily Telegraph, left on January 25 for a trip around the world, which will probably take four months.

John Richardson, assistant editor of the British News of Canada, Montreal, has been appointed publicity commissioner for Macleod, Alta.

Arthur Lemont, city editor of Le Canada, Montreal, severed his connection with that paper on January 12, to accept the appointment of secretary of the Chambre de Commerce, of the District of Montreal. His place on Le Canada has been filled by Rene Charasser, formerly parliamentary reporter for that paper.

The Montreal members of the Canadian Institute of Journalists held a conversazione in the Royal Guardian building on Saturday, January 27. Nearly all the members of the Institute were present and a pleasant evening was passed. The conversazione was the first of many which it is hoped may be held in Montreal in the future.

The Montreal Gazette has installed a combination quadruple-sextuple press, manufactured by R. Hoe & Co. A complete description of the press appeared in the Gazette of January 1. The same issue announces that the Gazette will start the publication in March of a monthly magazine supplement, which will evidently be a fine production.

La Presse, of Montreal, is installing four of the largest and most complete newspaper presses in Canada, at a total cost of approximately $50,000. These presses will print 36,000 copies per hour of a 24-page paper, or 18,000 copies of a 48-page issue, and will increase the pressroom capacity by about 100 per cent. It will be some time in April before the installation is completed.

Max. Epstein, manager of Publishers' Press, Limited, Montreal, was found guilty on January 22 of taking two newspaper plates from Dominion Newspaper Syndicate for fraudulant purposes. Sentence was delayed until February 1 to permit the preparation of a reserve case. While the trial has proceeded the Publishers' Press has been in difficulties, and on January 24 a report was received in the Practice Court from the Prudential Trust Company, which was charged with the investigation of its affairs, to the effect that the business was in a fit state to be wound up. This investigation was made by direction of Justice Laurendeau, on application of Lt.-Col. W. C. H. Wood, a shareholder, who claimed that the company was insolvent and unable to meet its liabilities.

THE MARITIME PROVINCES.

F. H. Beattie, formerly manager of the Glace Bay Gazette, has joined the news staff of the Mail, Halifax.

G. B. Dakin, foreman of the job printing department of the Truro News, was presented with a fine fountain pen by the employes of the office.

H. W. Hewitt, for the past six or seven years on the reportorial staff of the Halifax Mail, has resigned to accept the position of Deputy Immigration Agent.

S. L. Lynott, who has been editor of the Richibucto Review for the past two years, has resigned to become managing editor of the Carleton Sentinel. The new editor of the Review is D. Everett Scott, a young man who has been connected with the paper for several years.

The Fredericton Mail has been having its troubles as the result of a circulation contest. In its statement it says that the contest, which was for the selection of five popular ladies to take

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every Printer in Canada is, or should be, perfectly familiar with our envelope, which bears the distinguishing number of

3155

It is the most satisfactory envelope for general use that can be made and has everything desired as regards

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Made in all sizes in the largest and best equipped envelope factory in Canada.

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We have just issued a new and thoroughly revised edition of our Printer's Catalogue. If a copy has not reached you send a post card and let us know.

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LIMITED

PAPER AND
ENVELOPE
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TORONTO

PAPER MILLS AT ST. CATHARINES

a trip to Bermuda, was a great success. The lady who got the most votes, Mrs. Murchie, was to select the chaperon for the party. She named a Mrs. Hansom, but later, according to the Mail, changed her mind and asked to have her sister as chaperon. The Mail directors said that she had to stick to her first choice, whereupon Mrs. Murchie brought action to compel the Mail to recognize her right to name whom she pleased.

The fire that destroyed the Herald plant also for a time threatened the Recorder office, which is in the same block. The only damage sustained by the Recorder was by water, the pressroom being flooded about six feet deep. This was the fourth time in its 99 years' existence the Recorder has been in danger from fire, but the paper has never missed an issue. The Chronicle was the only Halifax paper to escape the fire completely, it being in the block south of the burned district, which proved fortunate for the other journals. Not only did the Chronicle render valuable assistance to its contemporary, but the office also afforded shelter to the people who were driven from their homes by the fire.

J. W. Regan, manager of the Associated Press in the Maritime Provinces, on January 5, read a very interesting paper on "The Inception of the Associated Press and the Pony Express of 1848-49," before the Nova Scotia Historical Society at Halifax. Mr. Regan told in an interesting manner of the days when the mail steamers were met by a small boat, the dispatches dropped overboard and sent overland by messengers on horseback to St. John. The paper contained an interview with Alex. West, now 90 years of age, who worked as a printer in the Halifax newspaper offices for seventy years. Besides his long association with the press as a compositor, Mr. West was also the man who rowed out to meet the mail steamers and bring the dispatches ashore.

While the destruction of the plant of the Herald and Mail, Halifax, by fire, on the morning of January 12, will be a severe blow to William Dennis, the owner, it was not severe enough to cause him to lose his cheerfulness. Although Mr. Dennis is only one of many who suffered from the same fire he is by long odds the biggest loser. With the exception of some files and books everything within the four walls of the Herald building was destroyed. Mr. Dennis was in Ottawa at the time of the conflagration and as soon as he received word of the disaster left for Halifax. During his journey home Mr. Dennis was laying plans for the erection of a larger and more elaborate building and installing therein a stilll better plant than the old one. The idea at present is to erect a building of seven storeys, but as yet nothing definite has been decided upon. Despite the fire, neither the Herald or the Mail missed an issue. Shortly after the fire was discovered, the staff and plant of the Morning Chronicle was placed at the disposal of the Herald. Both papers were issued from the Chronicle office for several days, the Herald and Mail forms being on the press after the Chronicle and Echo had been printed, the matter being set up in outside job offices and the forms made up in the Chronicle composing room until temporary quarters were secured.

NEWFOUNDLAND NOTES.

The Western Star, of Curling, Bay of Islands, has opened a subscription campaign and is offering fruit trees as premiums. A. L. Barrett, the new manager, is taking advantage of the agricultural boom now on, particularly in the west part of the country.

The publication of the Daily News and Free Press was suspended from the 30th December to the 4th January, in order to permit the removal of some of the presses and other machinery from the old News office to the new building recently erected at St. John's by Robinson & Co., Ltd., for the purpose of their publications. The new News and Free Press building is built of concrete and is one of the finest buildings in the city. It has been erected on a site on Duckworth Street, and opposite the old News building.

P. T. MacGrath, editor of the Evening Chronicle, published at St. John's, Nfld., has been appointed to a seat in the Upper House of the Newfoundland Legislature. Mr. MacGrath has figured extensively in journalism, particularly in political contests, during the last twenty years, and interesting articles in many English, American and Canadian journals on leading subjects in the world's politics and industry, particularly dealing with the domestic and foreign affairs of his native land. Mr. MacGrath's is the second journalistic appointment to the "House of Lords" of ye ancient colony within as many years, the previous appointee being Hon. J. Alex. Robinson, editor-in-chief of the Daily News and Free Press.

OFF FOR THE WEST.

George E. Peene, representing Buntin, Gillies & Co., Ltd., Hamilton, has left on his usual selling trip to the western provinces.

TRADE NOTES

THREE-COLOR INKS.

In theory one particular shade of yellow, one particular shade of red and one particular shade of blue in combination will give from any set of three-color blocks an actual facsimile of a picture. John Kidd & Co., the British printing ink manufacturers, claim that in practice this theory is not confirmed, as different shades of the primary colors are required to produce the desired effects. They have, therefore, brought out a brochure showing four different shades each of three-color yellows, reds and blues, a copy of which will be sent to any interested printer.

CLEARWATER BOOK.

The Union Card & Paper Co. is distributing to the trade portfolio samples of Clearwater book, antique finish, made in Holyoke by the American Writing Paper Co.

Clearwater book has the proportionate blending of spun and unspun fibres to produce a bulky, yet well knit, sheet of book paper.

The color is distinctive, pleasing and easy to the eye, and it does not have the hard, uncompromising character of the cheap woody papers.

Designed for "Style" paper, yet at a moderate price, Clearwater book provides a medium for the advertiser and publisher that is at once adequate and conservative.

REIGN OF THE CASLONS—A TYPOGRAPHIC SOUVENIR.

The Keystone Type Foundry has issued a beautiful portfolio of forty pages, size 9¼x12¼, in which it shows by comparison and by practical illustration the ten series of sizes in ten different styles of its Caslon group.

The original Caslon type was designed by William Caslon some two hundred years ago, and an illustration of his quaint old foundry as it appeared in 1750 is given.

The several sizes of each series of the group are shown in comparison, and in following pages are given many attractive specimens of practical typographic forms, which show off the various Caslon faces to splendid advantage and demonstrate the adaptability of the several faces, as well as the entire group, to a very wide range of usefulness. The specimen is done in colors and is truly a typographic souvenir worthy of the foundry it represents, as well as the Caslon type, which is so famous and everywhere considered a classic among letter designs. This booklet is being distributed among the foundry's customers, but it will be sent upon request to printers, publishers and others having to do with typography.

A NEW ROTARY PRESS FOR HIGH-GRADE WORK.

On another page will be found an advertisement of R. Hoe & Co.'s new fast-speed sheet-fed rotary art press, which, it is claimed, is destined to revolutionize the printing of periodicals, magazines, catalogues, books and similar work. The machine is as well suited for half-tone, cut, and color plates as to plain letterpress and mixed forms, and it will do the finest grade of printing at almost three times the speed of the ordinary flat-bed two-revolution press. It is practically a continuous printer, as the sheets pass through the machine with an interval of only five inches between them. The feeding is done by means of two automatic feeders, and the printed sheets are delivered printed-side up at the rear of the machine, on a table which is provided with a jogging device, and descends automatically as the sheets are laid upon it. The printing is done from thin unmounted electrotype plates which are curved to fit the plate cylinder, and fastened to it by means of clamps. The plate cylinder has spiral grooves, which enable the use of plates of any size. The form is inked by six four-inch rollers, and the distribution is ample for the finest art printing. The greatly increased output which can be obtained from this machine, over any other sheet-fed press heretofore made, and the saving accomplished by it in time, labor, power, and floor space, are such that the new development is bound to create a revolution in printing heretofore done on flat-bed machines, especially where the runs are long. The first press of this kind made by R. Hoe & Co. is now in successful operation in the plant of the Butterick Publishing Co., and it is giving such excellent results that a duplicate machine has been ordered by the Butterick people.

LINOTYPES IN THE SOUTH.

Owing to the rapid increase in the number of linotypes in use throughout the south and the growing volume of business transacted through it New Orleans agency, the Mergenthaler Linotype Company has found it necessary to provide greater facilities for the accommodation of its southern trade. For a considerable time

Buntin Gillies & Co. Limited

B & G & Co.

Empire Book, M. F.

[E. Quality]

An M. F Book of exceptional value

4½c. per lb.

24½ x 36½—36 lb. 500s
40 lb.
50 lb.
60 lb.
28 x 42—50 lb.
60 lb.
30 x 40—48 lb.
60 lb.

Franklin Book, S. C.

[F. Quality]

A supercalendered Book. It satisfies the customer who wants a high finished sheet at a low price.

4¾c. per lb.

25 x 38—40 lb.
50 lb.
60 lb.
28 x 42—50 lb.
60 lb.

Colonial Book, S. C.

[C. Quality]

A fine supercalendered Book. Its good finish does justice to your cuts. Try it for "particular" customers.

5c. per lb.

25 x 38—40 lb. 500s
50 lb.
60 lb.
80 lb.
28 x 42—60 lb.
80 lb.

Use Stic Tite, the unexcelled Powder Paste.

B & G & Co.

Hamilton and Montreal.

the old location at 332 Camp Street had been inadequate to handle the business of the agency with the promptness that its increasing list of customers demanded and merited. Search for better and larger quarters having proven fruitless, it was finally decided to erect a building that would not only accommodate the agency for the present and enable it to serve its clientele in the best possible manner, but would be large enough to allow for its future growth, as indicated by its record in the past.

The result is a handsome new fireproof structure, five storeys high, ath the corner of Baronne and Lafayette Streets. The building is substantially constructed of reinforced concrete, and a veneer of pressed brick and terra cotta lends it beauty and architectural symmetry. The added floor space and increased facilities afforded will enable the agency to carry a much larger stock of parts and supplies than heretofore, and it is the intention of the management to keep constantly on hand a number of each of the different models of linotypes now being built, so that in case of fire or other emergency, rush orders can be given immediate shipment from New Orleans.

The decision to invest nearly $100,000 in permanent improvements in New Orleans is not only a tribute to that city as the logical distributing point for the entire south, but is also an evidence of the Mergenthaler Linotype Company's appreciation of the splendid growth and development of the printing and publishing business in that territory, and its desire to meet promptly every requirement of the southern trade. The New Orleans agency covers the States of Alabama, Arkansas, Florida, Georgia Louisiana, Mississippi, New Mexico, Oklahoma, Tennessee and Texas, and every effort will be made to render adequate service to the printers and publishers located within their boundaries.

The success of the agency and the esteem in which it is held by its customers is doubtless due in no small measure to the capable administration of its genial manager, Fred. W. Bott, who has been in charge for the past five years, and the competent and efficient staff with which he has surrounded himself.

LINOTYPE METAL.

Mergenthaler Linotype Co. has published a booklet entitled "Linotype Metal," that gives many valuable suggestions regarding the treatment of metal to ensure proper slugs. Every owner of a linotype should study carefully this booklet.

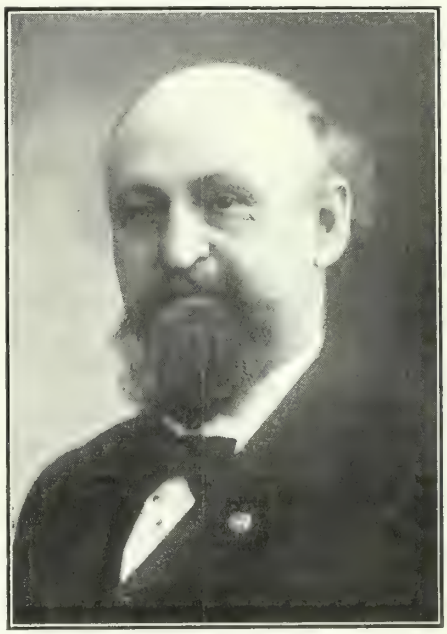
NEW CANADIAN COATED PAPER FACTORY.

Announcement is made on another page of a new coated paper factory erected at Valleyfield, Que., by National Paper Co., Ltd. The new company commenced the delivery of its product on January 1, and much favorable comment is being made upon it. Two qualities of coated paper will be marketed under the trade names "Standard" and "Perfection." The company will produce a special light weight coated, also, on a basis of 25x38—46 lb. This sheet is said to be the lightest made in America.

DEATH OF PRESS MANUFACTURER.

Harrison T. Chandler, president of the Chandler & Price Company, Cleveland, died on New Year's Day. He was the last to enter the field of manufacturing printing presses and yet his record was 12,652 Gordon presses and 5,505 paper cutters, built and sold without furnishing the trade a single defective machine.

Mr. Chandler was born in Chandlerville, Ill., in 1840, and served through the war between the North and South from 1862 to 1865. He then became interested in banking and was head of



THE LATE HARRISON T. CHANDLER.

a bank in Chandlerville for ten years. In 1881 he went to Cleveland and bought an interest in the Cleveland Type Foundry. In 1884 he formed the partnership of Chandler & Price to manufacture printing machinery. The company was incorporated in 1895.

The deceased manufacturer was an exemplary man. He was characterized by a consideration for others which led him to lean over to the side of the other fellow without regard to where his own interests might lie, and strict honesty that won him the respect of all with whom he had dealings. Printers generally placed an absolute and implicit faith in his integrity and the reliability of his representations regarding all that he manufactured.

WANTED

The MacLean Publishing Co., wants at once five more compositors who have taken the I.T.U. Commission course. To these men we will pay $104 a year above the union scale. MacLean Publishing Co., 143 University Avenue, Toronto.

LINOTABLER CHICAGO—NEW YORK GUARANTEES LINOTYPERS ¼ LOWER TABULAR COST $25

FOR SALE

NATIONAL ROTARY PERFORATOR

10 Heads.

Only a short time in use. First class condition. Cost $450. Will sell for $175 cash at factory.

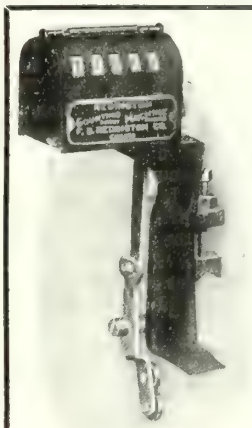
YALE LITHOGRAPHING CO., MONTREAL

NOTICE

We make a specialty of **Electrotypes** from Halftones.

The National Electrotype and Stereotype Co., Ltd.

73 to 81 Adelaide Street West - Toronto, Ontario



Start the New Year Using

REDINGTON COUNTERS

PRICE $6.00

ALWAYS RELIABLE

Especially designed for job presses, cylinder presses, folding machines or any automatic machine where a correct count is required.

Carried in stock by all branches of

Toronto Type Foundry Co., Limited

Toronto Montreal Winnipeg Calgary Regina

THE BOND YOU WILL EVENTUALLY BUY

MONOPLANE BOND

NEW PARCHMENT FINISH

The NEW PARCHMENT FINISH makes it suitable for lithographing, engraving and embossing—Ordinary type printing is improved by the use of this paper.

A handsome sample book showing actual results will be sent on request. Stocked in white and six attractive colors, price 13c per pound. Special price on case lots.

We control this line, and its quality is guaranteed by *fifty-one years* of the "Square Deal."

JOHN CARTER & CO. Inc.

100 Federal Street - - Boston, Mass.

"RED SEAL"

COATED R PAPER

Trade Marks Registered

"LUXACOTED PORCELAIN"

Our RED SEAL COATED BOOK is the best for ordinary Printing and Half-Tone work. Where a finer quality is desired use our LUXACOTED PORCELAIN.

The day is past when importers can claim any superiority for foreign goods. Our goods are equal to the best made anywhere and are superior to the ordinary run of imported lines.

We carry a full line of Coated Papers in Stock.

MADE BY

RITCHIE & RAMSAY, Limited

TORONTO - CANADA

BUY DIRECT FROM MANUFACTURER

AN INVITATION TO THE PRINTERS AND PUBLISHERS
WHO ATTEND THE EASTERN CANADA COST CONGRESS

The Toronto Type Foundry Co., Limited

cordially invite you to make their Offices
your Headquarters while attending
the

Cost Congress of Eastern Canadian Printers
in Toronto,

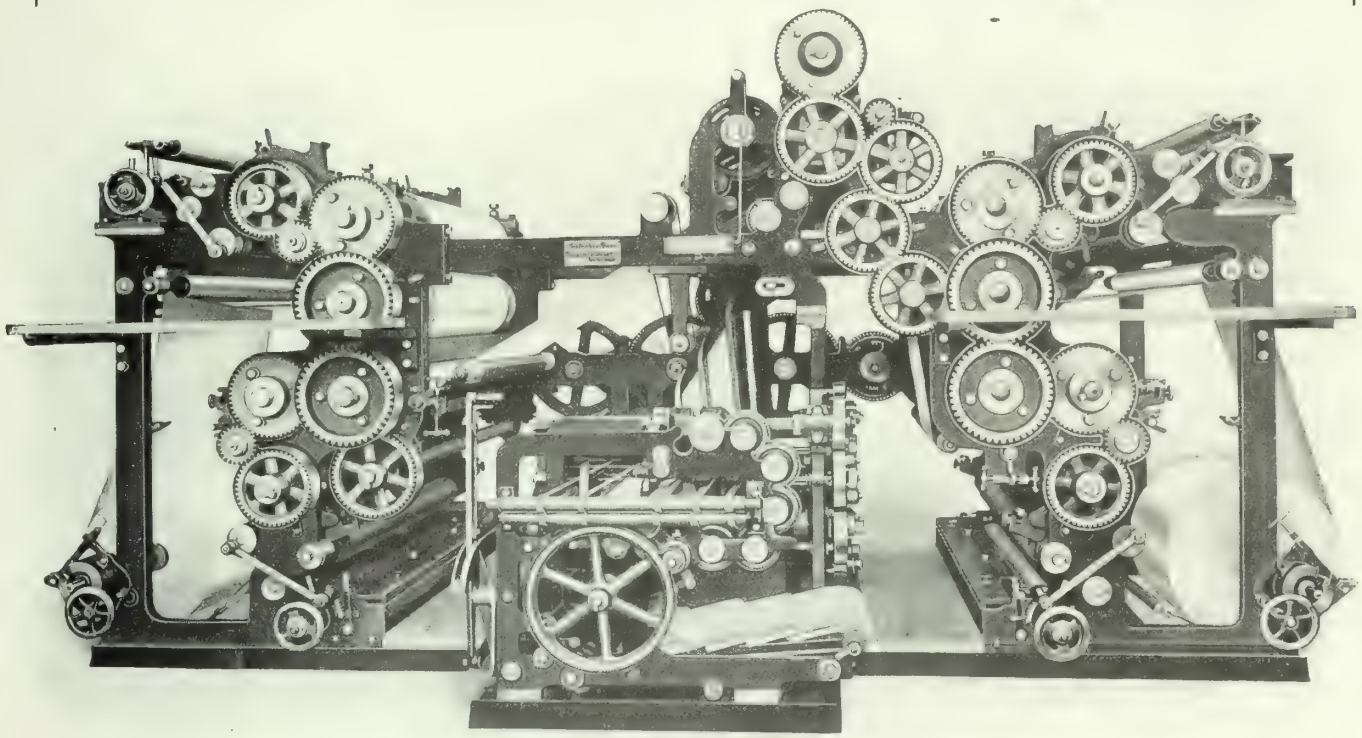
on February 22nd-23rd, 1912

DESK ROOM AND OTHER FACILITIES FOR YOUR ACCOMMODATION WILL BE AT YOUR SERVICE, AND OUR MAIL CLERK WILL BE GLAD TO LOOK AFTER ANY CORRESPONDENCE THAT IS SENT IN OUR CARE

Toronto Type Foundry Co.
Limite
70-72 York Street,
Toronto, Ont.

The Northern Press and Engineering Company, Limited

TWO-ROLL PRINTING, FOLDING AND INSETTING MACHINE



TUBULAR PLATE MACHINES

The above illustrated machine will produce newspapers of from 4 to 16 pages, all inset and pasted from 2 reels of paper.

A Tubular Plate Machine must print from 4 reels to give the same products.

Our machine will print the above sizes from a single set of plates.

A Tubular Plate Machine must have double the number of ink ducts, double the number of printing and stereo cylinders, double the number of composition rollers, double the number of wheels and bearings to absorb power and oil, and it occupies fifty per cent. more floor space than our Two Roll Single Plate Insetting Machine does.

THE NORTHERN PRESS AND ENGINEERING COMPANY, LIMITED

Representative in Canada:

JAMES ANNAND, Box 456, Toronto

CATALOGUE PAPERS

Snow White English Coated Paper

¶ An **essential** factor in the production of the Catalogue-de-Luxe.

Art Chromo Coated

¶ A quality with high, even finish at a moderate price, largely used for magazine printing, and for long runs where price is of prime importance.

Imitation Art Paper

¶ A brilliant and inexpensive substitute for coated paper.

Manufactured by Olive & Partington, Limited,

For Samples and Prices Apply
To Sole Canadian Agents

Hodge-Sherriff Paper Company

TELEPHONE MAIN 2899

McKinnon Building = = = Toronto

INCREASE of business has compelled us to add very considerably to our floor space and facilities. We now occupy the upper floors Nos. 12 and 14 Princess Street and have installed much additional machinery for the production of high grade photo-engravings and electrotypes. We intend to specialize on color engravings and the printing of high class color work for catalogue covers, inserts, folders and special announcements.

We have just added two complete flats to our premises.



RANSOM ENGRAVING CO., LIMITED

14 Princess Street, -:- Winnipeg

Montrose Paper Mills Limited

MANUFACTURERS OF

HIGH GRADE BOOK, BOND AND WRITING PAPERS

T. A. WELDON, PRES. & GENERAL MANAGER.

G. R. COPPING, VICE-PRES. & TREASURER.

MONTROSE PAPER MILLS LIMITED — MONTROSE TRADE MARK — THOROLD ONT.

THOROLD, ONT.

TORONTO OFFICE
6-10 WELLINGTON ST. EAST.

Wholesale Paper Houses as below carry our lines of BOOK, BOND and WRITING PAPERS—WOVE OR LINEN FINISHED.

Send your Orders to them, please.

TORONTO, ONT.
Barber-Ellis, Limited
The Buntin, Reid Company
United Paper Mills, Limited
The Wilson-Munroe Co., Ltd.

HAMILTON, ONT.
Buntin, Gillies & Co., Limited

MONTREAL, QUE.
Buntin, Gillies & Co., Limited
T. B. Little & Co., Limited

WINNIPEG, MAN.
Barber-Ellis, Limited
Clark Bros. & Co., Limited

Ask your jobbers for our
LINEN FINISH, COMMERCE WRITING MANILLA AND COLORED LAID FLATS.

Made in *CANADA*, and they are *right*

CROXLEY
AIR DRIED
PARCHMENT

A clean, clear effective sheet.
Stocked, and ready for immediate dispatch, in

17 x 22—16, 18 lbs.
17 x 22—20, 24 lbs.
17 x 28—20, 24 lbs.
22 x 34— 32 lbs.

Let us send you samples of this and our many other qualities.

JOHN DICKINSON & CO.
LIMITED

Makers of High Grade Printing and Writing Papers

CROXLEY, APSLEY, NASH AND HOME PARK MILLS, HERTS, ENGLAND.
CROXLEY HOUSE,
216 LEMOINE ST., MONTREAL.

Will You Weekly Newspaper Publishers Co-operate With Us?

The MacLean Trade Newspapers

are helping to develop advertising for the Weekly Newspapers of Canada by giving in every issue of every one of our papers editorial and special articles calculated to impress upon the merchants in the towns of Canada the importance of using advertising space in their local press; giving illustrations of striking current advertisements; showing what successful merchants are doing in the advertising field; and suggesting ways and means whereby merchants could improve on their present advertisements as well as planning campaigns for the beginner.

Some of the special advertising articles in the January papers are:—

"**Advertising Talks.—'Tremendous Trifles',**" by Francis McMullen; BOOKSELLER AND STATIONER.

"**Going to Market.**"— (Editorial); "**Stove Guessing Contest that Proved a Big Success;**" "**Progressive Methods of Hardware Retailing.**"—HARDWARE AND METAL, Jan. 6.

"**Methods to Make January a Busy Month,**" by W. J. Bryans; "**New Year Plans for Advertising,**" by Henry Johnson, Jr.—CANADIAN GROCER, Jan. 5.

"**Advertising Methods of Hardware Retailing;**" "**Securing Late Sale of Winter Sporting Goods;**" "**Change Ad. Copy Often.**"(Editorial),—HARDWARE AND METAL, Jan. 13.

"**Reasons for Accepting Mail-Order Ad.;**" "**We Turn Over a New Leaf.**"—(Editorial).—CANADIAN GROCER, Jan. 12.

This is the kind of work we are doing for the Weekly Newspapers of Canada, and it is work that should appeal to the publishers of these papers. In return we should like you to suggest, whenever opportunity offers, to the merchants of your town that they should become readers of the papers which we publish in their interest. These trade papers are:—

The Canadian Grocer.	**Plumber and Steamfitter.**
Hardware and Metal.	**Bookseller and Stationer.**
Dry Goods Review.	**Men's Wear Review.**

The MacLean Publishing Company

143-149 University Ave., Toronto



ROLLER SERIES

Beautiful Proofs Immediately

Proofs that are as clear and perfect as the run itself—on the stock selected for the job.

Produce them at once—without holding up a press—without locking up the form. Possible only with the

Vandercook Proof Presses

ROLLER SERIES

Designed especially for rapid work. Inking attachment revolutionizes galley proofing in quality and speed. Printing surface 10 x 25 inches. Also furnished without inking attachment.

HIGH ARM SERIES

The simplest form of "curved platen." Very rapid, and a necessity in every job and publishing plant. Hundreds of users. Made in three sizes 12 x 18, 11 x 25, 17 x 25 inches.

Your Sample Proofs Are Ready

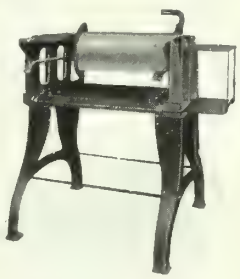
MILLER & RICHARD

TORONTO - WINNIPEG

Eastern Sales Company

Manufacturers

Chicago Illinois



HIGH ARM SERIES

We especially call your attention to our new

BOOK PAPERS

English Dull Coated

White and India Tint

25 x 38 — 80 — 100

Hancock Dull Coated

White, India Tint and Gray

25 x 38 — 80 - 100 — 120

White and India Tint

33 x 44 — 120 — 140

Write for samples and prices.

BROWN BROS., Limited

PAPER DEALERS

51-53 Wellington Street W., TORONTO

Wilson-Munroe Co., LIMITED

TORONTO

THERE'S A REASON

FOR THE POPULARITY OF

ENGLISH PURE WHITE

No. 1 EXTRA COATED BOOK

YOU WILL FIND IT INSIDE EVERY HALF-REAM PACKAGE

10 lb. c.

¶ A BRILLIANT ENAMELLED SHEET WITH A MIRROR-LIKE SURFACE.

¶ THIS IS THE COATED PAPER "DELUXE" FOR HIGH CLASS CATALOGUE AND ILLUSTRATION WORK.

¶ THE FAVORABLE IMPRESSION CREATED ON THOSE RECEIVING YOUR ILLUSTRATED CATALOGUE PRINTED ON THIS **No. 1 EXTRA COATED** WILL GREATLY INCREASE THE COMPELLING POWER OF THE MESSAGE YOU WISH TO CONVEY—EVEN BEFORE THE FIRST WORD HAS BEEN READ.

FULL STOCKS CARRIED

WHOLESALE PAPER DEALERS

PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

2



1—Statements

Another Use For Window Envelope

INVOICES should be mailed in the B-E WINDOW ENVELOPE, so that each day's shipments may be invoiced before closing time. ¶ Nothing speaks more clearly of clean-cut, up-to-date methods than the receipt of invoice before the arrival of goods. Nothing bothers "the trade" so much as to have shipments come in before the invoice—holds up delivery, checking, etc. ¶ The B-E Window Envelope does your addressing free of charge—with no labor and no delay. The "Window" does it.

Procurable in stock to match regular letter head. Send for samples of this new Envelope, and details of this modern manner of mailing. Discounts for quantity.

BARBER-ELLIS, LIMITED

63 Wellington St. W., - Toronto

The Northern Mills Co.

PAPER MANUFACTURERS

PRINTING and WRITING PAPERS

Full line carried in stock for

LOOSE LEAF PAPERS

in our grade of

FINE BOND and B. BOND

in the following tints and sizes

White, Buff, Blue, Goldenrod, Pink, Canary and Green

17¼ x 22¼—16 lbs.	18¼ x 22¼—17 lbs.
19¼ x 24¼—20 "	19¼ x 26¼—21 "
20¼ x 24¼—21 "	22¼ x 22¼—21 "
22¼ x 28¼—26 "	26¼ x 28¼—31 "

Ask for our sample book.

The Northern Mills Co.

MONTREAL

If It's Printed and is About Printing

We Have It

THE INLAND PRINTER issues the most comprehensive list of BOOKS AND UTILITIES FOR THE TRADE. The catalogue gives titles of books, prices and tables of contents of publications dealing with the following departments:

ADVERTISING
BOOKBINDING
COMPOSING-ROOM
DRAWING and ILLUSTRATION
ELECTROTYPING and STEREOTYPING
ESTIMATING and ACCOUNTING
PROOFREADING
PROCESS ENGRAVING
LITHOGRAPHY
MACHINE COMPOSITION
NEWSPAPER WORK
MISCELLANEOUS
PRESSWORK

The books are the latest and best on the market. Send for a catalogue—a postal will get it—and you may be put in the way of making many dollars, for in these books is efficiency information covering all branches from business management to the care of rollers.

THE INLAND PRINTER

is the leading trade journal of the world in the printing and allied industries. It is issued monthly and twelve numbers contain more than 2000 pages of the most intensely edited printing-trade information. It costs only $3.60 a year—a cent a day.

The Inland Printer Co. - 632-634 Sherman St., Chicago, Ill.



This Is a Drop-Cipher

One of the vital parts of a NUMBERING MACHINE. Without a good Drop-Cipher—one that will always print plainly—no numbering machine is worth buying at any price.

It Will Not Get Low For the reason that it has a solid bearing on the shaft—examine this feature in any machine you contemplate buying.

It Is Guaranteed To stand up under all conditions—something that no other manufacturer of Numbering Machines can agree to do. Old users know the value of this feature, and buy the WETTER in preference to any other. This is only one of

Twelve Exclusive Features that keeps the

WETTER

IN A CLASS BY ITSELF

Every dealer should know the importance of the Drop-Cipher construction—but if we can't show you, drop us a line, and we will demonstrate to your satisfaction that we have a machine that will give better service than any other. Attention to these details has kept the Wetter ahead of others for twenty-six years.

WETTER NUMBERING MACHINE CO., 345 Classon Ave., Brooklyn, N.Y.

TORONTO TYPE FOUNDRY CO., LTD.
Agents for Canada

The Caxton Magazine and The British Stationer

Pronounced ***"Second to None"*** in real usefulness to the Printing Crafts.

COVERS THE TRADE THROUGHOUT THE WORLD.

Original Job Designs and Art Supplements in Colours in every number. 12 monthly numbers for $2.00 per annum, post free.

The printing Works of THE CAXTON MAGAZINE are TRADE UNION IN EVERY DEPARTMENT.

Publishing Offices—119-125, FINSBURY PAVEMENT LONDON, E.C.

Canadian Agents:
Anglo-Canadian Type and Printing Machinery Company, Limited
124 York Street, Toronto

A Good Thing!

$1.25 per annum (post free)
Half-price to Apprentices.

The Modern Lithographer

(Incorporating THE LITHOGRAPHIC CIRCULAR)

The only Lithographic Organ in Great Britain, and exceptionally replete with valuable technical information. Competitions for Prizes for Litho. Students. Art Supplements in colours.

Special Copy Fourpence (post free) from

119-125 Finsbury Pavement,
LONDON, E.C., ENGLAND

Canadian Agents
Anglo-Canadian Type and Printing Machinery Company, Limited
124 York St., Toronto.

WE OFFER FOR QUICK SALE

AT A BARGAIN

2 Mold Disks and Slides for No. 5 Linotype Machine

2 Galley Proof Presses

1 Vandervoort Proof Press

2 Monoline Machines (now in operation)

All the above are in good condition and can be seen at

The MacLean Publishing Company

143-149 University Ave., Toronto

Publishers, Printers and Bookbinders

DISPOSE OF YOUR

WASTE PAPER

TO

E. PULLAN

Cor. ADELAIDE and MAUD STS., TORONTO, PHONE M. 4693

The King of Waste Paper Business in Canada

YOU WILL GET ALL IT IS WORTH AND THE BEST SERVICE

Expert Workmen
Good Material
Accurate Casting Machines
MAKE ROBERTSON'S RELIABLE ROLLERS THE BEST
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I have several machines for Printers and Bookbinders which have been used a short time, that I can offer at attractive prices. Advise me as to your requirements and I will quote price.

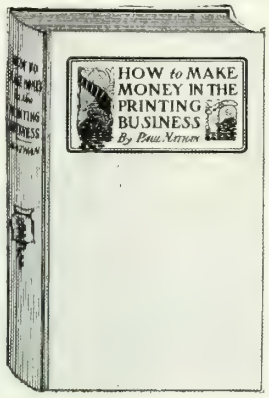
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How To Make Money in the Printing Business

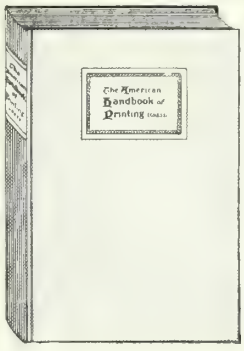


By Paul Nathan

Give value and "charge the price" might be an answer to this question: but there is a very complete and comprehensive answer in Paul Nathan's book of 288 pages, bearing this title, and every progressive printer should own the volume. The book gives full details and information on the highest authority—Experience. It tells how a man made money out of Printing—a thing we all are anxious to do. You need this book; send the order now. Here is a glimpse into the table of its contents: Starting an Office, What Class of Customers to Seek, How to Develop Business, Writing Advertising Matter, Etc., Taking Orders, Advertising, How to Talk to Customers, The Cost of Producing Printing, Estimating, Acquiring Money, Price Cutting, Competitors, Profit and How It Should Be Figured, Buying, Doing Good Printing, The Composing Room, The Press Room, The Business Office, Bookkeeping, Management of Employees, etc. 288 pages. Cloth; gilt stamped. Size, 9 x 5¾". Price, postpaid, $3.00.

American Handbook of Printing

By Edmund G. Gress



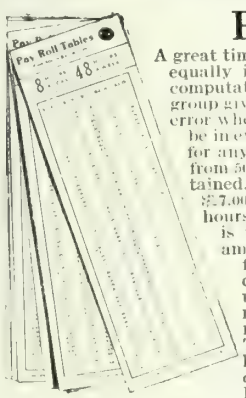
The essential information on subjects printorial (and allied) brought to a brief expression that makes them accessible and easy to remember, are herein to be found. You may here find things in a "boiled down" state that permits of covering a wide field well. The color chart supplemental sheet is in itself worth the price of the book. The running chapter heads are: Type Making, Type Faces, Type Composition, Typesetting Machines, Proofreading, Stonework, Paper, Composition Rollers, Printing Inks, Printing Presses, Bookbinding, Stereotyping and Electrotyping, Engraving, Lithography. Newspapers and Magazines, Advertising and Ad-Writing, Printers' Business Methods. The book contains over 300 pages, 25 in color, and 182 illustrations. Size, 7⅛ x 5¼". Price, postpaid, $2.00.

Pocket Guide to Printing



There are a thousand and one things buried in larger books but made available in this handy little volume of vest-pocket size. Compiled for the printer, advertising man, and all having to do with the printing trade. Contains information on Names of Type, How to Estimate Type, Leads to the Pound, Weight of Leads Required for Any Work, Styles of Type Faces, Plates Used by Printers, Newspaper Measurements, To Find Amount of Copy Needed, Proofreaders' Marks, Punctuation, Preparing Copy, Schedule for Checking Forms, Test of Correct Imposition, Register on Folding Machines, Scale of Signatures, Imposition, Cost of Binding, Paper Sizes, Figuring Stock, Covers, To Get 1,000 Pieces, To Find the Equivalent of Paper, Sizes of Cut Cards, Printing Consecutive Numbers, Technical Terms, etc.; cloth; 48 pages. Size, 6⅛ x 3½". Price, postpaid, 50 cents.

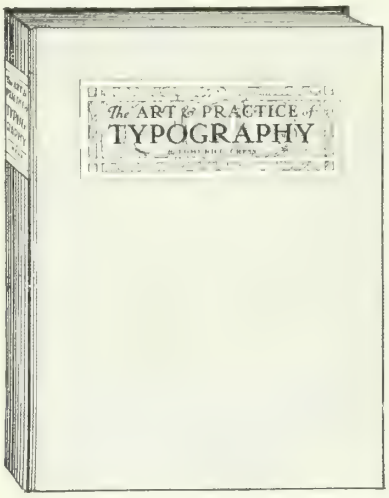
Pay Roll Tables



A great time-saver, and additional to this saving is the equally important fact that the accuracy of these computations prevents error. This pay-roll table group gives the cheapest kind of insurance against error where error must never be. With them the amount for any number of hours or minutes at any rate, from 50 cents to $31.00 a week can be quickly ascertained. For an example, if an employee, getting $7.00 a week (eight hours a day) works 4 days, 3 hours and 35 minutes, by turning to the tables it is found that the rate per day is $2.83, the amount for three hours is $1.06 and the amount for 35 minutes is 21 cents. The total amount due ($12.59) is then quickly computed. Figure this out in the old way and find how much time you are now losing. Time is money, and by saving time you save money. These tables may be had for either the eight-hour or the nine-hour day. There are eight cards to a set; 32 complete tables in each set. Printed on strong bristol board. In ordering state whether the eight-hour or nine-hour a day set is wanted. Size, 9½ x 3½". Price, 50c. each set; $1.00 for both, postpaid.

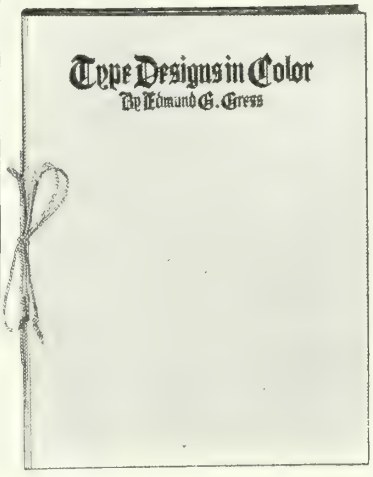
Art and Practice of Typography

By Edmund G. Gress



Size 9½ x 12½ —250 pages —50 large inserts in color —700 reproductions, mostly in color, of high class commercial printing by some of America's best typographers—almost 100,000 words of practical instruction—125 type arrangements designed especially for this book—index to illustrations and designers—synopsis of contents. Contents: (Titles of Chapters) When Books Were Written; The Origin of Typography; The Spread of Typography; Typography in Colonial Days; Typography in the 19th Century; The Layout Man; Harmony and Appropriateness; Tone and Contrast; Proportion, Balance and Spacing; Ornamentation; Typography of Modern Books; Booklets; Catalogs; Programs; Announcements; Tickets; Letterheads and Envelops; Billheads and Statements; Business Cards and Blotters; Posters; Advertising Typography; Type Faces; Decorative Imprints. *An Appendix* contains 161 reproductions in color of three competitions—Circulars, Business Cards and Blotters—conducted by The American Printer School of Typography, with names of designers. Price, $5.00, postpaid.

Type Designs in Color



By Edmund G. Gress

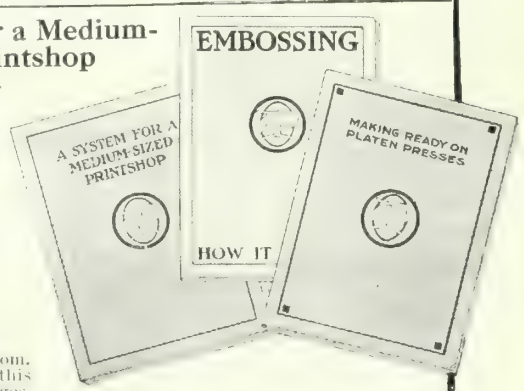
A portfolio of one hundred full-size type designs, from actual customers' copy, printed in various two-color harmonies, on fine quality colored stock. These designs include cover-pages, title pages, letterheads, billheads, business cards, tickets, etc. Valuable to the job compositor and pressman. Here is inspiration—quantities of it—packed between two covers for your instant reference and help in the typographical color work of every-day printing experience. It is by a practical printer and is approved by the editor of The American Printer. The displays are unquestionably good and the color indications are authoritative. This book is mainly issued for the advancement of the better class of printing in color. Bound in artistic paper cover. Size 12 x 9½". Price, postpaid, $1.00.

A System for a Medium-Sized Printshop

A pamphlet of practical information for the systematizing and the placing of your office on a paying basis. 7 x 5¼ ; 24 pages. Price, 50c.

Making Ready On Platen Presses

Many practical and useful hints for the man in the pressroom. You should have this book. 7 x 5¼ ; 40 pages. Price, 50c.



Embossing—How It is Done

This pamphlet tells how to get the best results in embossing. You need it in the pressroom. 7 x 5¼"; 16 pages. Price, 25c.

The MacLean Publishing Company, Ltd. Toronto, Ontario, Canada

"For Sale" and "Want" Advertisements

BUSINESS CHANCES

YOUNG NEWSPAPERMEN WANTING TO start in business should come to Western Canada where many good live towns are looking for men to start newspapers. Considerable advertising patronage guaranteed. Western Canadian merchants are thorough believers in advertising, and rates good. For full particulars write Miller & Richard, 123 Princess St., Winnipeg.

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A GOOD COUNTRY NEWSPAPER AND printing plant in a thriving Saskatchewan town on the main line of the C. P. R. Price, $2,750. Full particulars of town and printing office on application. W. J. R., care Printer and Publisher, Toronto, Ont.

FOR SALE A WELL-EQUIPPED NEWSpaper and job printing business. Only newspaper in growing manufacturing town in Nova Scotia. Good advertising and job printing patronage. Power presses, typograph, etc. The best proposition in N. S. Bargain if sold at once. Apply to Box 274, Printer and Publisher.

THE MORDEN EMPIRE AND CHRONICLE having amalgamated as the Times, there is offered for sale: 1. The plant of the Chronicle, consisting of a Campbell power press and a complete outfit for a town newspaper office, all intact, and, (2) the power plant and goodwill of the Morden Times as a going concern. A. W. Bowen, Morden, Man.

SITUATIONS WANTED

ADVERTISER WANTS AN EXPERIENCED and successful advertising solicitor to join him in the establishment of a new class publication. Very little capital required. Applications confidential. Box 272, Printer and Publisher.

NEWSPAPER MAN WANTED AS REPORTer, collector and book-keeper on an Alberta weekly. Married man, with some knowledge of printing and cost systems preferred. Box 277 Printer and Publisher.

THOROUGH PRINTER, EDITOR AND MANager of country newspaper, has sold his business and desires position as editor or manager. Fifteen years' experience. Best of references. State salary and full particulars in first letter. Address, Miller & Richard, Winnipeg.

SITUATIONS VACANT

MONOLINE OPERATORS, JOB COMPOSITors and Gordon Pressman for Eastern City. State experience first letter to Box 269, PRINTER AND PUBLISHER.

WANTED—ADVERTISING SOLICITOR FOR paper in town of 50,000. Reply, stating experience, references and wages expected, to Box 276, c/o Printer and Publisher.

WANTED—MECHANICAL SUPERINTENdent for the printing department of a large publishing house; bright future for capable man, one who can turn out high-class work quickly; understands costs and factory economy. State experience, salary and age. Box 457, Printer and Publisher.

TRAVELLING SALESMAN WANTED — A travelling salesman acquainted with the wholesale and manufacturing trades in the MARITIME PROVINCES, to represent the MACLEAN NEWSPAPERS, looking after our advertising in this district. Good position for progressive young man. Apply, stating full particulars. THE MACLEAN PUBLISHING CO., LTD., 702 Eastern Townships Building, MONTREAL.

SITUATION VACANT

DESK AND WORKING FOREMAN WANTed for job printing office in Ottawa; must be thoroughly modern, with up-to-date ideas of systems and efficiency; steady, conscientious, hard-worker, and always on the job; will pay for what we get. Address Manager Printers' Board of Trade, Ottawa.

FINANCIAL WRITER—WE PROPOSE INcreasing our staff of editors and will consider confidentially applications from men who can furnish evidence of high character and good ability. They should have some knowledge of investments and preferably be university graduates with newspaper experience. State age, experience and salary wanted. Address, The Financial Post of Canada, 143 University Ave., Toronto.

MISCELLANEOUS

A BOOKKEEPING STAFF IN ITSELF, DOing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. National Cash Register Co., 285 Yonge St., Toronto.

COUNTER CHECK BOOKS—WRITE US TOday for samples. We are manfacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

ENGLISH PATENT NO. 6430. IMPROVEments in or relating to type-setting or distributing machines for interlined compositions. The proprietor of this patent would like to grant license or to come in relation with firm for the industrial working of this patent. For particulars, write to J. Gevers & Co., 70 Rue St. Jean, Antwerp.

FIRE INSURANCE, INSURE IN THE Hartford. Agencies everywhere in Canada.

ELLIOTT-FISHER STANDARD WRITINGadding Machines make toil easier. Elliott-Fisher, Limited, 513, No. 83 Craig St. W., Montreal, and Room 314 Stair Bldg., Toronto.

FROM NOW TILL THE END OF THE year we offer unusually good bargains in second-hand typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. The Monarch Typewriter Company, Limited, 46 Adelaide Street West, Toronto, Ont.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c assorted box of Mitchell's Pens and find the pen to suit you.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited Supplied by the trade throughout Canada

BOOKS FOR PUBLISHERS

THE NEWSPAPER CORRESPONDENT—A booklet prepared by Claude R. Sanagan, formerly of the St. Thomas Journal, will help the publisher in solving the problems of his country correspondence department. Give a copy of this booklet to each of your correspondents. It tells what is news and what is not news; where to find news and what to do with it. Prices: 12 copies for $1.50; 50 copies for $6; 100 or over, $10 a hundred. Order from Technical Books Department, 143 University Ave., Toronto.

MACHINERY FOR SALE

FOR SALE — HOE WASHINGTON HAND Press, good condition, bed 27x41, platen, 25x39 —Apply Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.

OPTIMUS PRESS, D.D., 4 ROLLERS, PERfect order, $1,000, terms. Linotype, with 2 fonts of mats, 8 and 10-pt., first-class order, $1,500, terms. Write, Printer and Publisher, Box 264.

BUFFUM AUTOMATIC CARD PRINTING Press in first-class condition, 8,000 impressions per hour. For Sale at a bargain after February 1st, 1912. (Also Type if desired.) Apply Box 275, Printer and Publisher.

MONOLINE MACHINE FOR SALE.—A MONoline machine with eight point mold and No. 1 magazine. Alternating current power and attachments go with the bargain. Address: Sydney Record, Sydney, Nova Scotia.

FOR SALE HOE CYLINDER PRESS; bed 33 x 48 inches; in good condition. Wire Stitching Machine; Lead Cutter; Kerr Water Motor; Safe. These belonged to plant of Wiarton Canadian, and will be sold at a bargain. The Canadian Echo, Wiarton, Ont.

FOR SALE—AT A BARGAIN — FIELDHOUSE, ELLIOTT Wharfedale Press, bed 53 ins. by 46½ ins., four-roller, table distribution. Thoroughly rebuilt and erected in Toronto.—Apply Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.

LINOTYPE FOR SALE—MODEL 4, TWOletter, with all its magazines, matrices and other accessories. In good condition. Has had little use. Only reason for disposing of Linotype have replaced with additional Monotype. Chapple Publishing Co., 944 Dorchester Ave., Boston, Mass.

FOR SALE - WHITLOCK PONY DRUM Press; bed 20 x 27 inches; tapeless delivery; ink fountain and table distribution. Fast running machine; guaranteed in first-class condition. This press must be moved at once. Big bargain if sold before brought to our warehouse. Anglo-Canadian Type & Machinery Co., 124 York St., Toronto.

FOR SALE

One Cox Duplex Printing Press, prints 4, 6, 8 pages, overhauled and rebuilt,

The Goss Printing Press Co.,
16th St. & Ashland Ave.,
CHICAGO, ILL.

FOR SALE

One Goss Four-deck Straightline Press, prints from 4 to 32 pages.

One Goss Three-deck Straightline Press, prints from 4 to 24 pages, overhauled and rebuilt, first-class press at low price.

The Goss Printing Press Co.,
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CHICAGO, ILL.

FOR SALE

One Goss Pony Straightline Press, prints 4, 6, 8, 10, 12, 16, pages, late style press, overhauled and rebuilt, very low price,

The Goss Printing Press Co.,
16th St. & Ashland Ave.,
CHICAGO, ILL.

Circulation is Life

A newspaper may have Circulation and not be a Success—but no newspaper can be a Success without Circulation. To increase circulation means to achieve more Influence—to gain in Power—to enlarge Opportunity.

"A city set upon a hill cannot be hid." That's why "it Pays to Advertise." It pays the merchant to Advertise—provided he advertises Judiciously. Advertising in Your Newspaper is Judicious—provided Your Newspaper circulates Extensively. Your Newspaper circulates Extensively—provided you put into practice the sermons on Advertising that you were ordained to preach to others.

Practice the Fine Art of Advertising, Mr. Publisher—but practice it Judiciously.

The true test of Advertising is getting the business from the Advertising—getting the most business—in the shortest possible time—and making this business repeat.

The publisher advertises his business Judiciously who employs the Voting Contest Method of securing subscriptions. It is the proved recipe for quick, extensive and continuous Circulation.

60% of contest subscribers "come back"—without concessions of any kind—because they paid full price for the paper in the first place. Premium-secured subscribers "come back" for more premiums.

There is not a live newspaper on the continent, from The Halifax Herald to The Vancouver Province—from The New York Journal to The San Francisco Chronicle—which wastes any time debating the long-decided question of Contest Circulation. They are too busy attending to that kind of Circulation.

The Northern Circulation Co. directed most of the subscription campaigns in Canada during 1911.

The Northern Circulation Co. collected $16,000.00 for The Nelson Daily News in an eight weeks' campaign. "Ask the man."

The Northern Circulation Co. is now conducting The Hamilton Herald's $12,000.00 Contest.

$200 to $350 will pay for a good Canadian-made Piano and a splendid Contest Plan for weekly newspapers.

You can reach us at Herald Building, Montreal, or Royal Bank Chambers, Hamilton.

Circulation is Life

Buyers' Guide

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ANGLO-CANADIAN TYPE AND PRINTING MACHINERY CO., LIMITED
124 York Street, Toronto

Everything for the printer and bookbinder. Complete plants a specialty.

EMBOSSING PRESSES
for stamping stationery, letterheads, etc., and

Plate Printing Presses
for printing from engraved steel or copper plate.

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Kingston, N.Y.

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ADVERTISING AGENTS
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WINNIPEG BRANCH:
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F. DIVER, MANAGER

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especially designed for all standard printing presses and printers' machinery.
CANADIAN GENERAL ELECTRIC COMPANY, LIMITED
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Winnipeg Calgary Vancouver Rossland

GOOLD, SHAPLEY & MUIR CO., Limited
BRANTFORD, ONT.
Winnipeg, Man. Calgary, Alta.
Manufacturers of High Grade Gas and Gasoline Engines

MY NEW CENSUS CHART OF CANADA
Will get you paid in advance subscriptions. Write to-day for samples and terms.
S. BLAKE WILLSDEN
Newspaper Circulation Features
32 So. Wabash Ave., CHICAGO, Ill.

BOOKBINDERS' MACHINERY.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Latham Machinery Co., 306 S. Canal St., Chicago.
Logan, H. J., 114 W. Adelaide St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto
Standard Machinery Co., Mystic, Conn.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal, Que.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

CIRCULATION PROMOTERS.

Northern Circulation Co., 20 Sherman Ave., Hamilton; Herald Bldg., Montreal.

COMPOSING ROOM SUPPLIES.

Rouse, H. B., & Co., 2214 Ward St., Chicago.
Stephenson, Blake & Co., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.
Wetter Numbering Machine Co., 331 Classon Ave, Brooklyn, N.Y.

COUNTING MACHINES.

Redington Co., F. B., Chicago, Ill.
Stephenson, Blake & Co., 122 Bay St., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

CUTTING MACHINES.

Krause, Karl, Leipzig, Germany.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Standard Machinery Co., Mystic, Conn.
Stephenson, Blake & Co., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

CYLINDER PRESSES.

Babcock Printing Press Co., New London, Conn.
Brower, A. T. H., Co., 1040 Bryn Mawr Ave., Chicago, Ill.
Miller & Richard, Toronto and Winnipeg.
Manton Bros., 105 Elizabeth St., Toronto.
Stephenson, Blake & Co., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.
Van Allens & Boughton, 19 Rose St., New York, N.Y.

DUPLEX PRESSES.

Duplex Printing Press Co., Battle Creek, Mich.
Miller & Richard, Toronto and Winnipeg.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

ELECTRIC MOTORS.

Canadian General Electric Co., Ltd., Toronto, Montreal, Winnipeg.

ELECTROTYPING AND STEREOTYPING.

Central Press Agency, Ltd., 70-76 Pearl St., Toronto.
National Electrotyping & Stereotyping Co., Adelaide St. W., Toronto.

EMBOSSING PRESSES.

King Mfg. Co., A. R., Kingston, N.Y.
Stephenson, Blake & Co., 122 Bay St., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

FOLDING MACHINES.

Logan, H. J., 114 W. Adelaide St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Stephenson, Blake & Co., 122 Bay Street, Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

GASOLINE ENGINES.

London Gas & Power Co., London, Ont.
Toronto Machine Tool & Plating Works, 2 Britain St., Toronto.

James White Paper Company
BOOK and COVER PAPER
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CHICAGO, ILLINOIS.

PRINTERS' INK JONSON
The cash in advance ink man who reduced prices to a minimum. Send for price list of news and job inks.
Address:
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McFARLANE, SON & HODGSON, Limited
WHOLESALE
PAPER DEALERS
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CHEAPEST, SIMPLEST
MOST COMPACT FOR POWER
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GAS OR GASOLINE
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1½ to 40 HORSE POWER
Write for catalogue
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Machine Finish, English Finish and Antique Finish
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Sales Department
Rooms 934-936, 200 Fifth Avenue, New York

Buyers' Guide

GUMMED PAPER MAKERS.
Samuel Jones & Co., 7 Bridewell Place, London, England.

JOB PRINTING PRESSES.
Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

KEYBOARD PAPER.
Colonial Company, Mechanics Falls, Me., Keyboard paper for the Monotype.

LOOSELEAF BINDERS.
Printers' Specialties, Ltd., 52 Spadina Ave., Toronto.

MAILING MACHINES.
Wing, Chauncey, Greenfield, Mass.

MISCELLANEOUS.
Chicago Lino-Tabler Co., Chicago and New York.
Wagner Mfg. Co., Scranton, Pa.

PAPER MANUFACTURERS AND DEALERS
Advertisers' Paper Mills, Holyoke, Mass.
Andrews & Lewerth, 72 Duane St., New York.
Barber-Ellis, Ltd., Wellington St. W., Toronto
Beckett Paper Co., Hamilton, Ohio.
Brown Bros., Ltd., 51-53 Wellington St. W., Toronto.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Canada Coating Mills, Ltd., Georgetown, Ont., and Toronto.
Canada Paper Co., 112 Bay St., Toronto.
Cauldwell, Wm., Paper Co., Montreal, Que.
Champion Coated Paper Co., Hamilton, Ohio.
Consolidated Lithographing Co., Ltd., Montreal, Que.
Dickinson, John & Co., London, England, and 216 Lemoine St., Montreal, Que.
Gage, W. J., & Co., 84 Spadina Ave., Toronto.
Hodge-Sherriff Paper Co., McKinnon Building, Toronto.
Jones, Samuel, & Co., 7 Bridewell Place, London, England, and Waverley Park, New Jersey, N.J.
McFarlane, Son & Hodgson, Montreal, Que.
Montrose Paper Mills, Ltd., Thorold, Ont., and Toronto.
Niagara Paper Mills, Lockport, N.Y.
Northern Mills Paper Co., Ltd., Montreal, Q.
Olive & Partington, Ltd., Manchester, Eng.
Ritchie & Ramsay, Ltd., Wellington St. W., Toronto.
Rolland Paper Co., Montreal, Que.
Ticonderago Pulp & Paper Co., Rooms 934-936 200 Fifth Ave., New York, N.Y.
White Paper Co., James, 219 Monroe Street, Chicago, Ill.
Wilson, Munroe & Co., Ltd., 106 York St., Toronto.
Lester P. Winchenbaugh, 14 Oliver St., Boston, Mass.

PLATE PRINTING PRESSES.
King, A. R., Mfg. Co., Kingston, N.Y.
Stephenson, Blake & Co., 122 Bay Street, Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

PHOTO ENGRAVERS.
Ransom Engraving Co., Winnipeg, Man.

PRINTERS' ROLLERS.
Robertson, J. S., 308 Craig St. W., Montreal, P. Q.
Canada Printing Ink Co., Ltd., 15 Duncan Street, Toronto.

PRINTING INK MANUFACTURERS.
Bush, Chas., Ltd., 16 Sheppard St., Toronto.
Canada Printing Ink Co., 15 Duncan St., Toronto.
Dominion Printing Ink Co., Adelaide St. W., Toronto.
Hellmuth, Charles, 154 W. 18th St., New York.
Manton Bros., 105 Elizabeth St., Toronto.
Printers' Ink Jonson, 17 Spruce St., New Yory City.
Queen City Printing Ink Co., 105 Davenport Road, Toronto.
Shackell, Edwards & Co., 127 Peter St., Toronto.
Sinclair & Valentine, 1 Mincing Lane, Toronto.

PROOF PRESSES.
Eastern Sales Co., 1523 People's Gas Bldg., Chicago, Ill.
Stephenson, Blake & Co., 122 Bay Street, Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

TAGS.
Dennison Mfg. Co., 26 Franklin St., Boston, Mass.

TYPE CASTING AND TYPESETTING MACHINES.
Canadian Linotype, Ltd., 36 Lombard St., Toronto.
Lanston Monotype Machine Co., Philadelphia, Pa.
Thompson Type Machine Co., 624-632 Sherman St., Chicago, Ill.
Universal Typemaking Machine Co., 321-323 North St., Chicago, Ill.

TYPE FOUNDERS.
Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Blackfriars Type Foundry, 154-156 Blackfriars Rd., London S.E., England.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., Canadian Branch, 122 Bay St., Toronto, Canada.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

WOOD GOODS.
Hamilton Mfg. Co., Two Rivers, Wis.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

WING-HORTON MAILERS

Are the best the world over

They are carried in stock at the following Canadian agencies:

Toronto Type Foundry Co.
Limited
Toronto, Montreal, Winnipeg, Calgary, Regina.

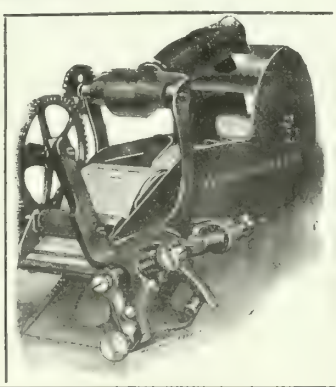
Miller & Richard
Toronto and Winnipeg

Anglo-Canadian Type & Printing Machinery Co. Ltd.
Toronto

Stephenson, Blake & Co.
122 Bay St., Toronto

Printers' Supplies, Limited
Halifax

Chauncey Wing, Mfr.
Greenfield, Mass., U.S.A.



¶ Mr. Printer, you should not use curly gummed paper—it is too expensive. ¶ Your paper dealer will give you prices and samples of our

NON-CURLING GUMMED PAPERS

or send us a postal and we will mail you a book of 192 different samples of our makes.

SAMUEL JONES & CO.

7, Bridewell Place LONDON, ENG.

The Arrow

BURKS FALLS, ONT., Jan. 20th, 1912

Messrs. Charles Bush Limited,
Toronto, Ont.

Gentlemen,--

By long odds the best Inks---news and job---I havo used in thirty years' experience in the newspaper business, is my unsolicited testimonial to the excellent qualities of the Inks manufactured by your firm, a stock of which we purchased from you a few weeks ago. We never used inks that gave such splendid satisfaction. The news ink is actually superior to job inks we have used by other makers at one dollar per pound.

Hitherto we have been unable to print half-tones on our Gordon No. 2 Press with decent success, but since using your inks we have had the most satisfactory results.

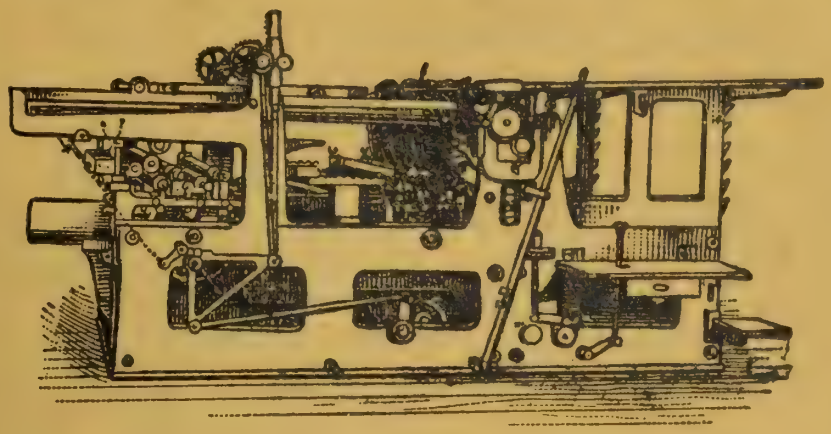
And that ingenious little machine of yours for forcing the ink from the tins is worth its weight in gold.

You are at perfect liberty to use this letter in any way you see fit.

Wishing you the unbounded success you so richly merit, we remain, Gentlemen,

Faithfully yours,
FAWCETT & CO.
per A. R. Fawcett,
Manager.

THE BABCOCK "OPTIMUS"



"Success knows no slipshod men or methods."

We work always for success, and have never found any way to win it but to deserve it by building into our machines the best brains and the best material to be had. That is the reason in a nut shell why more radical and permanently valuable changes in time and labor saving devices, more original, simple and perfect mechanisms for increasing

DURABILITY, SPEED and ACCURACY

have been built into

BABCOCK FLAT BED PRESSES

than into all other machines of the same class combined. These facts are open to easy and profitable demonstration. If you are any kind of a printer you cannot afford to be "slipshod" either in "men or methods." Avoid the danger by running

BABCOCK PRESSES

They are our best advertisements. We are pleased to call your attention to the insert in the February number of "Printing Art" as a sample of work done in Holland on

A BABCOCK OPTIMUS

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY

NEW LONDON, CONNECTICUT NO. 38 PARK ROW, NEW YORK CITY

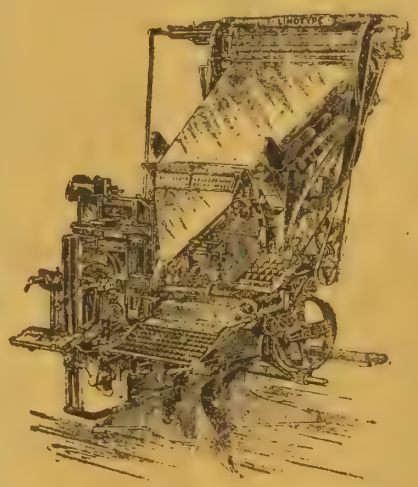
MILLER & RICHARD

GENERAL AGENTS FOR CANADA

Toronto, Ont. Winnipeg, Man.

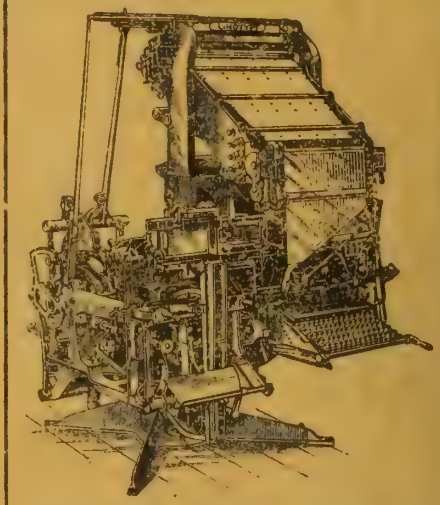
JOB AND BOOK WORK

Expensive Hand Composition is Practically Eliminated by the Adoption of The New Multiple Magazine Model Eight and Model Nine



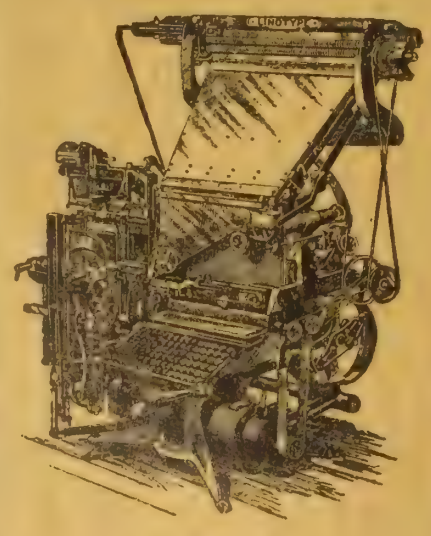
Quick-change Model 8
Three-Magazine
Linotype

One Man



Quick Change Model 9
Four-Magazine
Linotype

LINOTYPES



Model 10

FOTHERINGHAM & POPHAM
124 Queen Street, Ottawa, Ont.
December 1st, 1911

Messrs. Canadian Linotype, Limited
Toronto, Ont.

Gentlemen:—

After making a thorough investigation of all the typesetting machines in the market, we decided on the Model 8 three-magazine linotype.

We are pleased to state that it is being operated with complete success.

We find also that it does all the work it is represented to do, and we consider it a very valuable addition to our composing room.

Yours truly,
FOTHERINGHAM & POPHAM,
per Geo. H. Popham.

Canadian Linotype Limited

Formerly MERGENTHALER CO., LIMITED

35 Lombard Street : TORONTO, ONT.

Vol. 21, No. 3 Toronto, March, 1912 Price 20 cents

The Printer & Publisher

The MacLean Publishing Co. Limited
Montreal Toronto Winnipeg

Advertisers Paper Mills

James Gibson Taylor, President

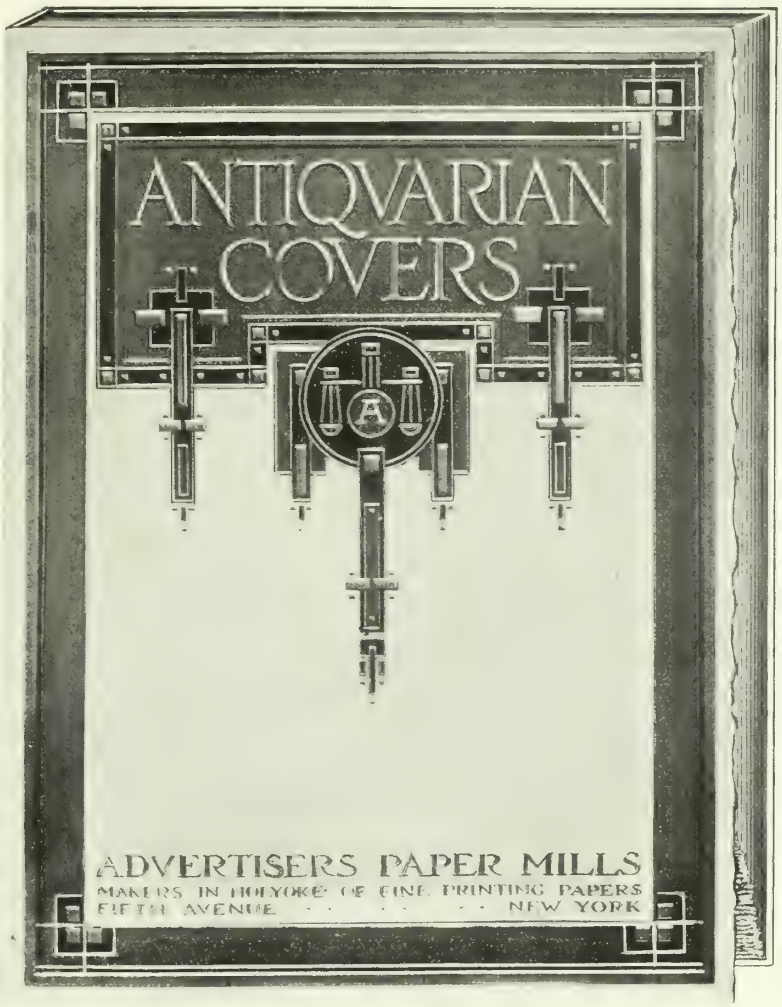
Makers in Holyoke *of* Fine Printing Papers *for* Advertisers

OUR line of "Made in Holyoke" printing papers is the largest and most comprehensive line of **high standard** cover and text papers made by any mill in America. So far as we know we are the only paper makers in the world making a study, as experts, of the needs of advertisers and adapting our product to those needs. Following is a partial list of our brands, which are for sale by paper merchants in the large cities of the United States, Canada, and Great Britain. Printers and **Advertising Managers** who have no samples of these papers should write us.

Advertisers Covers
Antiquarian Covers
Aeolian Covers
Adair Covers
Cloth-of-Gold Covers
Chippendale Covers
Druid Covers
Cadmus Covers
Holyoke Covers
Advertisers Text
Old Veda Book
Booklovers Text
University Text

ADVERTISERS PAPER MILLS
Makers in Holyoke of Fine Printing Papers
FIFTH AVENUE BUILDING NEW YORK

LONDON—10 and 11 Wardrobe Chambers, Queen Victoria St., E. C.



Above we have tried to picture the cover of THE BOOK OF ANTIQUARIAN COVERS. This book measures $9\frac{1}{2} \times 12\frac{1}{2}$, and contains 36 separate and distinct cover design suggestions in from one to six colors and embossed, all of them good, some of them wonderful. The book is an education and a copy of it awaits your call.

ADVERTISERS PAPER MILLS
Makers in Holyoke of Fine Printing Papers
FIFTH AVENUE BUILDING NEW YORK

Canadian Agents for ANTIQUARIAN COVERS:
The Brown Bros., Limited, Toronto
Howard Smith Paper Co., Montreal



OUR WAREHOUSE the centre of attraction for all visiting printers and newspaper men to Toronto. We are pleased to have all interested in the trade to make our place their headquarters, where all attention and assistance will be gladly given.

S. & B. TYPE WEARS LONGEST

OUR MOTTO:
Service to the Trade and Quality in our Goods

STEPHENSON, BLAKE & CO.

122 BAY ST. (North of King) TORONTO

Good Printers Know

THAT TYPE made on the Lining System—Point Body, Point Line and Point Set—is superior to that on the old line because of its time saving features. The Point Lining System is recognized by printers to be by far the most perfect. All our Type is made on the Point Lining System, and cast from our famous English Hard Metal. If it is your desire to purchase Type that possesses style and durability, buy from us. The best and most successful printers buy our Type because our Type wears longest.

We have in stock all latest style of faces for hurry-up orders to hurry-up printers.

Our borders and Ornaments are real classy and fit in where no others can.

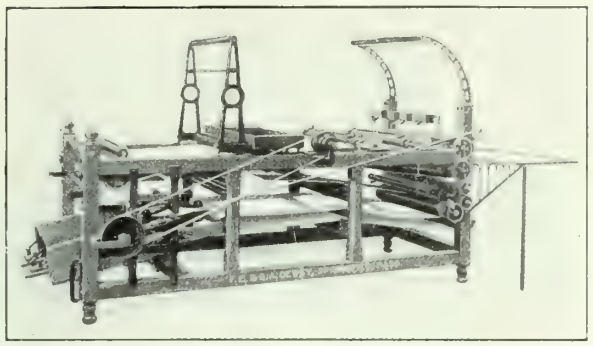
We sell the best Spaces and Quads to be obtained. They are made from Hard Light Metal, the same as our Type. Get the best, which means satisfaction and long wear. No order too large, no order too small, and all receive the same attention.

Hard Metal Type

STEPHENSON, BLAKE & CO.

C. H. CREIGHTON, - - Manager for Canada

Knowledge Plus Efficiency



Is your business returning you the profit it should? Can you locate the leak that prevents your plant from being a money-maker?

Possibly at one time these were perplexing questions; but, through your attendance at the Master Printers' Convention, you have been made to think rightly, viz: "that inefficient equipment has allayed your progress."

We invite your co-operation with us in working out plans that will give your plant knowledge plus efficiency. It will prove a success to our mutual benefit.

Below are enumerated printing and bookbinding devices that spell efficiency.



Sole Selling Agent for—

"Brown" Folding Machines,
Latham "Monitor" Machines,
Dewey "Springfield" Ruling Machines,
"National" Thread Book Sewing Machines,
"Stuebing" Calendar Tin Mounting Machines,
"Dexter" Cutting Machines.

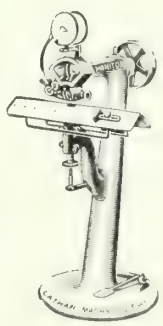
Sales Agent for—

Karl Krause Machinery,
Logemann Baling Presses,
Golding Job Presses,
Morgan & Wilcox Mfg. Co.
Labor Saving Iron, Furniture and Steel, Etc.,
Ruling Pens, Wire, Etc.

H. J. LOGAN

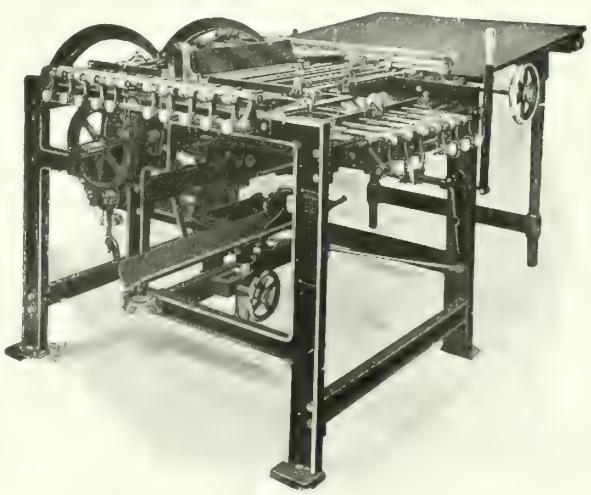
114 Adelaide St. W., Toronto, Ont.

Get my list of rebuilt Bookbinders' Machinery.



Punches, Dies, Etc.
Made to Order.

Repairing Promptly
Attended to.

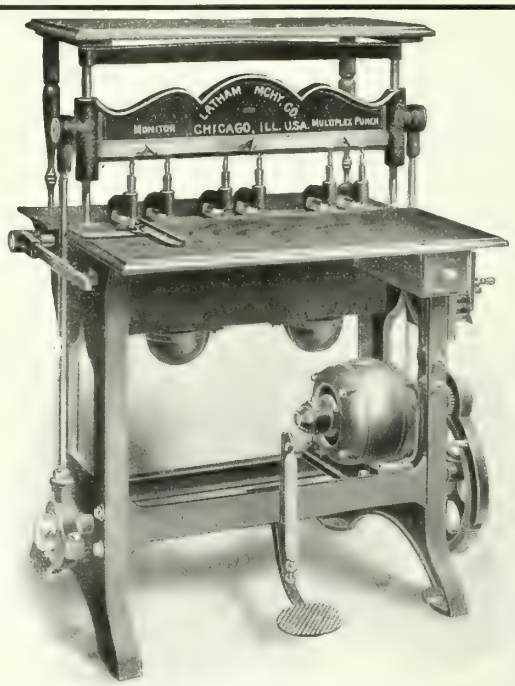


CONSIDER *the* FUTURE

"By the time I had spent $120 for Punches, my machine, which cost $100, was worn out," said one man, and it is the experience of many. Buy a *Monitor*—it will last a lifetime, and every additional Punch is an asset.

Monitor Bench Punches, Wire-Stitchers, Perforators, Embossers, Standing Presses, Paging and Numbering Machines, Creasers and Scorers, Job Backers, Table Shears, etc.

We furnish complete bindery outfits—Write us for Estimates



Monitor Power Multiplex Punch

LATHAM MACHINERY COMPANY

NEW YORK 8 Reade Street | PHILADELPHIA 1001 Chestnut Street | CHICAGO 306-312 Canal Street | BOSTON 130 Pearl Street

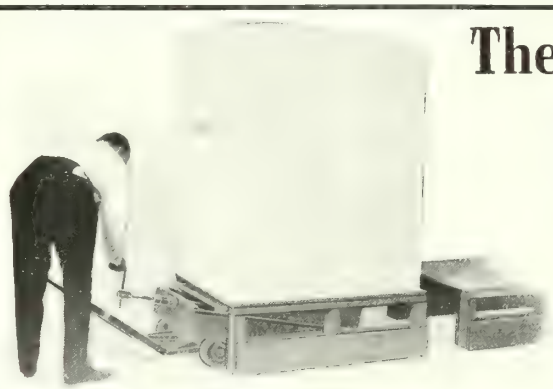
CANADIAN SELLING AGENTS:

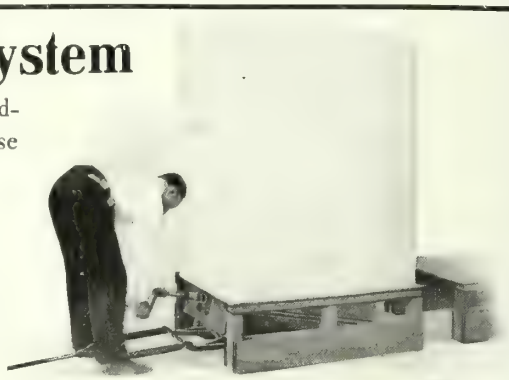
H. J. LOGAN, 114 Adelaide Street West, Toronto GEO. M. STEWART, 92 McGill Street, Montreal

The Cost System

applied to handling merchandise with the

MILLER INCLINE TRUCK





The Cost of our System

is repaid in two months by TIME, LABOR and MATERIAL it saves.

The System

is obtained by placing your stock on PLATFORMS operated by the MILLER INCLINE truck.



INDUSTRIAL · SURETY · COMPANY · OF · NEW YORK
WILL PROSECUTE INFRINGERS OF OUR PATENTS

Write us and we will tell you who is using it in your town or near you.

Canadian Government Printing Department are using our trucks.



The Miller Incline Truck Co., 561 West 57th St., New York

B.T.F. TYPE
FOR CANADIAN PRINTERS.

Is CHEAPER than leading British and American Founders.

Is cast on the POINT SYSTEM.

Is cast in Hard and Durable Metal.

Is BRITISH MADE ENTIRELY.

Is in use in all British Colonies.

Metal and Steel Furniture, Quotations, Clumps, &c.

Every Single Piece Tested before leaving the Foundry.

TRUE to POINT—ALWAYS.

All cast in our Model Foundry.

Accurate, Reliable and Durable.

PROMPT DELIVERY is assured as all Shipper Indents are executed by Return Steamer.

Send NOW for complete Specimen Book, mailed free on receipt of Trade Card.

THE BLACKFRIARS TYPE FOUNDRY, Ltd.,

154, Blackfriars Road, LONDON, ENGLAND.

Cablegrams: "GIRASOLE, LONDON." Codes: A B C & WESTERN UNION.

Perfection
(coated) —made in all the

Standard
(coated) —and weights stock sizes

¶ Being highly educated in the needs of the Canadian trade for high-class coated paper, we have specially equipped a factory with all the modern devices and methods and are producing coated paper that is sure to give your work a mark of individuality.

If you have not already received sample sheets—drop us a card and your request will be immediately attended to.

National Paper Co., Limited
Valleyfield, Que.

Buckeye Covers

A BETTER COST SYSTEM may be what you need, but it is more than likely that a better *selling* system would help a great deal more. Many successful printers date their real prosperity from the time when they stopped selling *paper* and began selling *printing*.

You're working for the papermaker—selling his product instead of your own, and giving him the lion's share of your profits—when you depend upon the attractiveness of an unprinted sample or dummy of a high-priced novelty stock to interest your customer.

The way to sell printing is to show printing, in the shape of proofs on the stock most suitable for doing the work, and in in most cases that means a moderate-priced stock.

Such proofs will interest a prospect far more than a blank sheet of fancy cover with an impossible printing surface.

When you've learned the wisdom of selecting your cover stock for the effects you can produce on it, rather than for the effect the stock alone may produce on your customers, you'll find that BUCKEYE COVERS are your one best bet.

They are the best covers you can buy at the price, and for nine jobs out of ten—and very often for the tenth job as well—they are the best regardless of price.

Write for the "Buckeye Proofs" which we send free if requested on your business letterhead, and you will see some remarkable examples of the "economical effectiveness" of these famous covers.

Sample Book No. 1 shows SINGLE THICK weights in three finishes.
Sample Book No. 2 shows the new DOUBLE THICK and RIPPLE FINISH.
Either book or both, with the "Buckeye Proofs," sent free on request.

DEPARTMENT P.

THE BECKETT PAPER COMPANY

Makers of Good Paper in Hamilton, Ohio, since 1848

HOWARD SMITH PAPER CO. LIMITED
MONTREAL.

USE BUCKEYE COVERS
GOOD ADVERTISING IN A NUT SHELL

JOHN MARTIN PAPER CO.
WINNIPEG.

If a Piece of Cheese Looked like a Diamond

—jewelers would have to go out of business.

If cheap machine composition looked like good hand work or like MONOTYPE work, we wouldn't be building a new MONOTYPE factory.

A printer's profits depend more on what he *gets* for his work than on what it *costs* him.

Cheap work that *looks* cheap and *sells* cheap never hoisted a printer into the automobile-owning class.

The MONOTYPE is a profit-maker *partly* because its production-cost is low, but *chiefly* because its work deserves and commands a high price. It's an "uplifter."

Machine-work *cost*—hand-work *results*.

Ninety per cent. of *all* the high-grade catalogs and booklets produced in this country are set on the MONOTYPE. Why?

(1) Superior economy per 1000 ems.

(2) Quality of product equal to best hand-set work with new type.

(3) Corrections made by hand—gaining both accuracy and economy.

(4) New type for every job, and

(5) No distribution cost—cheaper to melt and recast.

The MONOTYPE is BOTH a composing machine (5 to 18 point) *and* a type-casting machine (5 to 36 point). It can be kept busy on profitable work *more* hours a day than any other machine, and is today the biggest power in the composing room for better work and more profits.

LANSTON MONOTYPE MACHINE COMPANY
Philadelphia

MILLER & RICHARD
Sole Selling Agents for Canada: Toronto and Winnipeg

325

This page is composed exclusively in Monotype type and Borders

Up to Date

MR. W. J. Hartman's address, "The Printer and Supply Man," before the Second International Cost Congress at St. Louis, in October, 1910, expressed so clearly our own views on the relations that should exist between the manufacturers and users of machinery, that we printed this and sent out 25,000 copies. From our foreword to this book, we quote as follows:

> **"We hold that the manufacturer of machinery owes it to the users of his machines to co-operate with them in obtaining the maximum return from their investment and that the manufacturer who publishes extravagant claims of low production costs places in the hands of buyers of printing a club to beat down prices of printing, thereby robbing the printer of part of his legitimate profit."**

The Boston Typothetæ Board of Trade, on December 7, 1911, passed the following Resolutions, which were later adopted by the Ben Franklin Club of Chicago, the New England Cost Congress, the Ben Franklin Club of Cleveland, the Graphic Arts Club of Portland, Maine, and the Middle Atlantic States Cost Congress:

WHEREAS: the machine hour costs collected by the various printing trades associations are no more an indication of the relative efficiency or profitableness of different types of printing machinery than they are evidence of the ability of the proprietors of the different offices from which these figures were obtained, and

WHEREAS: it is impossible to draw any conclusions from these hour costs without complete information as to the conditions under which the machines are operated, the kind of work on which they are used, and the number of productive hours, it is hereby

RESOLVED: that we place ourselves squarely on record as being opposed to manufacturers of machinery using these figures to substantiate claims for low production costs, which not only defeat the very object for which these figures were obtained, but also mislead purchasers of machinery; and be it further

RESOLVED: that advertising machinery on the basis of "decrease your costs, make lower prices to get business, etc." is detrimental to the printing industry and should be discontinued by all parties selling machinery.

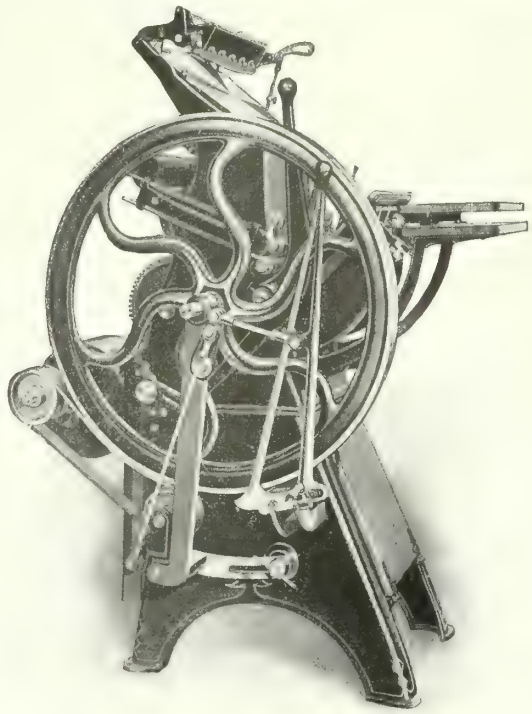
The Monotype is as Up to Date and as Helpful to Printers as the Selling Methods of the Monotype Company

LANSTON MONOTYPE MACHINE COMPANY
PHILADELPHIA

MILLER AND RICHARD
SOLE SELLING AGENTS FOR CANADA—TORONTO AND WINNIPEG

332

This page composed exclusively in Monotype faces and borders.



THE IMPROVED PEARL PRESS SAVES

Labor, power, type, floor space—in every operation.

The Pearl is a small press for small work. Rapid, strong, convenient, and the lowest priced power press on the market. It has an impression throw-off, automatic ink supply, automatic belt shipper and quick stop brake. Easy control for safety and rapidity of operation. It can be accurately fed by the average feeder at a higher speed than on any other press.

The Pearl means a reduction in the actual percentage of cost in the production of small work.

Increased efficiency is enjoyed by its use in relieving the larger and more expensive presses of short runs and small forms.

Plant efficiency—a basis for reasonable cost—a real salary and an honest profit is interestingly treated from a practical standpoint in our booklet, "Speed Capacity and Quality."

GOLDING MANUFACTURING CO. - - Franklin, Mass., U.S.A.

GOLDING

PRESSES

GOLDING JOBBER The most highly developed type of the modern Job Printing Press. Unequaled for Quality and Qantity of Product. 8x12 to 15x21 inside of chase.

PEARL A small press for small work. Easy running. High Speed. Low Cost. Big Producer. 5x8 to 9x14 inside of chase.

OFFICIAL Hand Press. Simple in construction. Easy to operate. 4x6 to 8x12 inside of chase. Special made for printing imprints on large sheets.

EMBOSSER Prints, Embosses or Stamps. Impressional strength, 120,000 lbs. Electric or Steam hot-bed. Size 9x13 ins.

SEMI-AUTO Prints in one, two or three colors, 3000 to 10,000 impressions an hour with one feeding. Will do any three of the following operations; print, emboss, cut, score, punch, rule or perforate.

SPECIAL for printing on wood up to 1 in. thick and for using large numbering machines.

CUTTERS

AUTO-CLAMP The latest, strongest, most convenient to operate and only self-adjusting clamp. Sizes, 30 and 36 in.

GOLDING POWER Modern design. Strong and powerful. Roller bearings. Double shear movement. 26, 30, 34 and 36 in.

HAND ROTARY Similar in construction and easily changed to a power cutter. The Roller Bearings saves 10 per cent of the power. 25, 30 and 34 in.

GOLDING LEVER Most powerful Lever Cutter made. Convenient to operate and accurate. 25, 30 and 34 in. Easily changed to power.

PEARL A small hand lever Cutter for small work at a moderate price. Sizes, 13 and 19 in.

BOSTON SHEARS With off-set hinge to allow cutting long strips. Balanced handle to avoid danger to operator. Sizes, 8, 12, 24 and 36 inch.

TOOLS

MITERERS With standard set for right angle, triangle, square, hexagon and octogon. Also with standard gage set by six point.

CURVERS The most convenient and accurate tool for making curves, circles, ovals. These curved corners were made with it.

RULE and LEAD Cutters that have a world-wide reputation for their excellence of design and construction. The Original Little Giant Lead and Rule Cutter.

TABLETING PRESS The most convenient and quickest to operate for making tablets or bundling.

BENZINE CANS Steel Cans with safety valves. Strongest, safest and most convenient. Saves 10 per cent on insurance.

COMPOSING STICKS For news and job work. Standard set with time-saving features unequaled.

Golding Machines and Tools combine the perfection of over forty years experience in their manufacture and have a world-wide reputation for their original design and superior construction.

GOLDING MANUFACTURING CO. - Franklin, Mass. U. S. A.

Your Cost System Requires Knowing

The Exact Output of Your Presses

THE REDINGTON COUNTER



accurately informs the printer of the exact number of revolutions of the press that produces his earnings. Leakage of profits can be eliminated where correct output is established. Always accurate, high or low speed, will not jump or repeat. Designed for job presses, cylinder presses, folding machines, or any automatic machine where a correct count is required.

Price $6.00

Carried in stock by all branches of

Toronto Type Foundry Co., Limited

Toronto Montreal Winnipeg Calgary Regina

Our "Reliance" Series of **TRICHROMATIC INKS** is the *BEST* on the Canadian Market. You should try them. These colors are *Permanent, Varnishable* and *Gelatinable.*

SHACKELL, EDWARDS & COMPANY, LIMITED

Makers of
FINE PRINTING AND LITHO INKS
Since 1786

127 PETER ST. -:- TORONTO

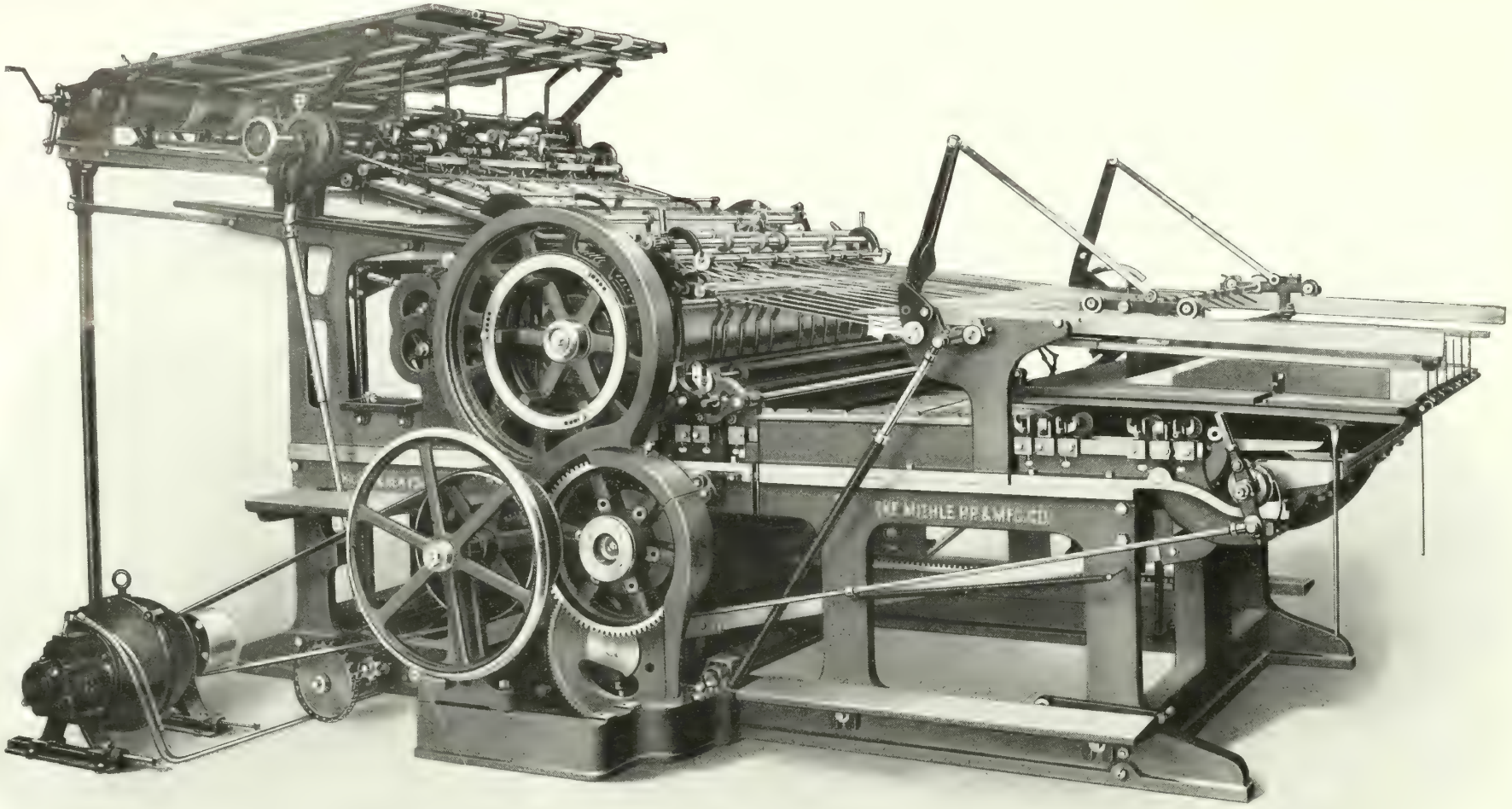
INCREASE of business has compelled us to add very considerably to our floor space and facilities. We now occupy the upper floors Nos. 12 and 14 Princess Street and have installed much additional machinery for the production of high grade photo-engravings and electrotypes. We intend to specialize on color engravings and the printing of high class color work for catalogue covers, inserts, folders and special announcements.

We have just added two complete flats to our premises.



RANSOM ENGRAVING CO., LIMITED

14 Princess Street, -:- Winnipeg

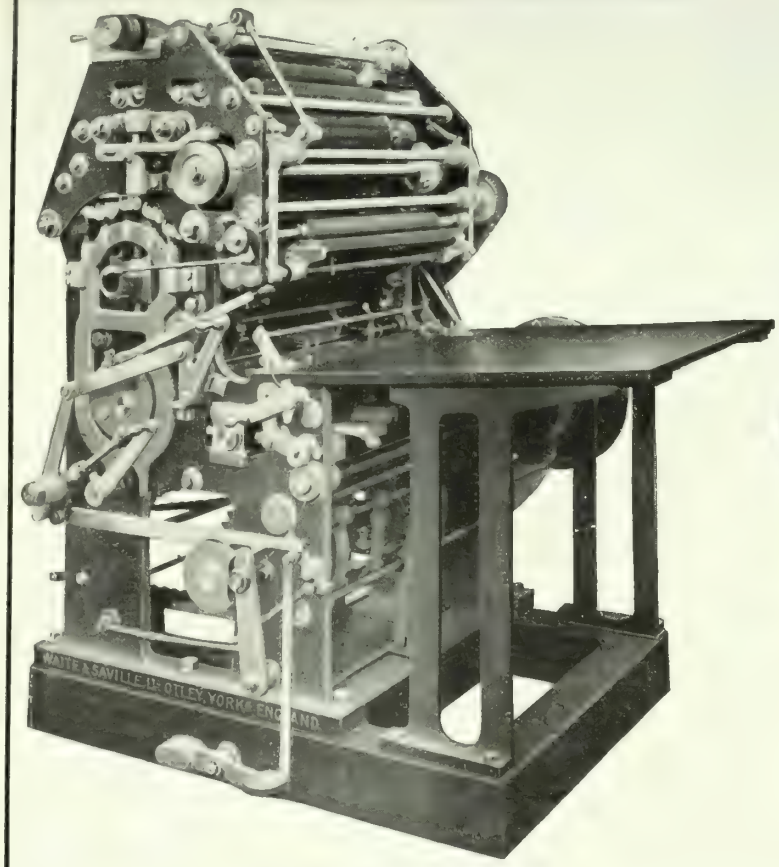


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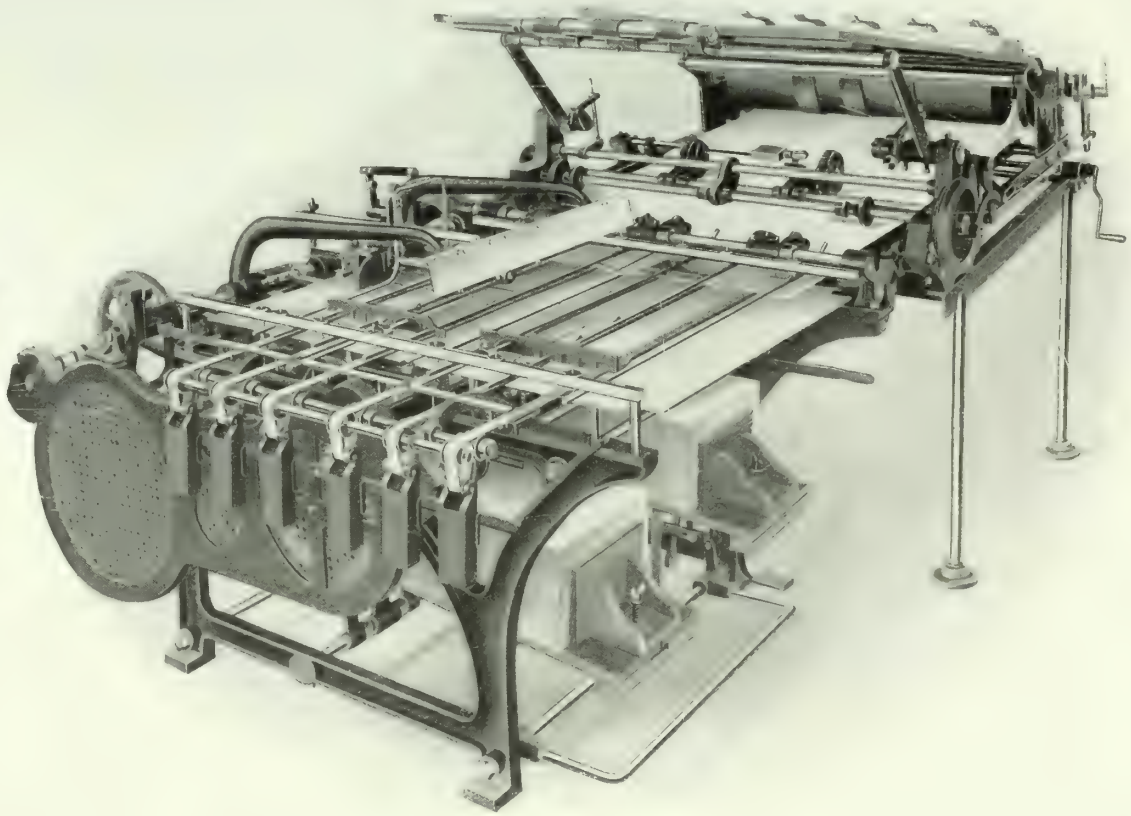
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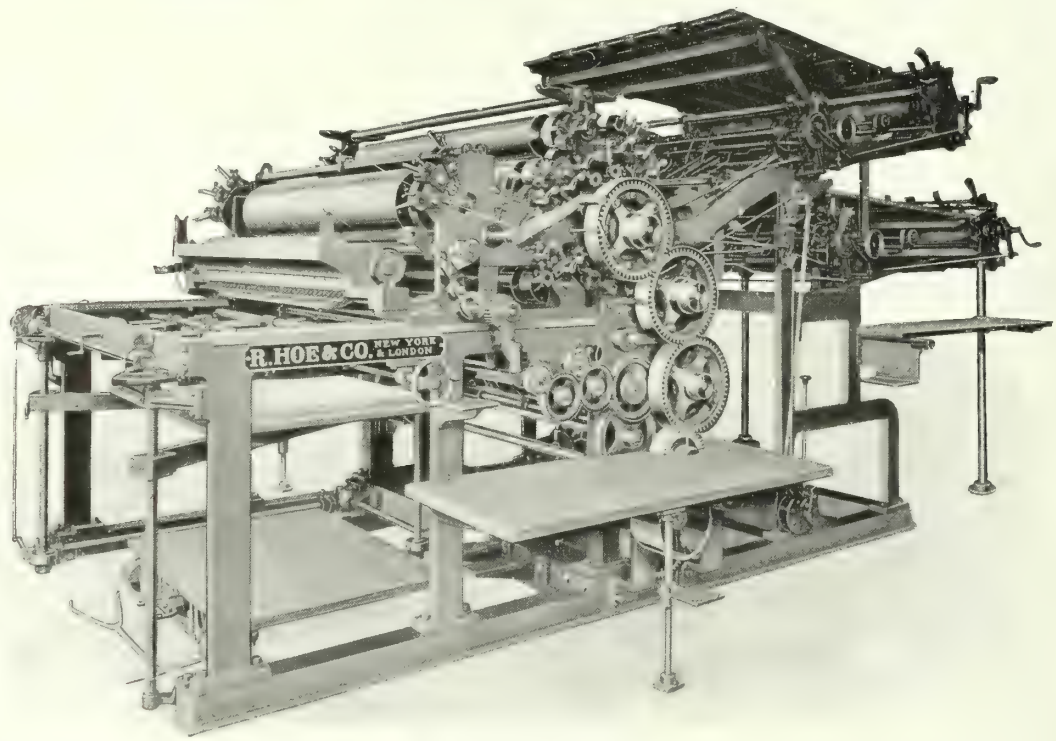
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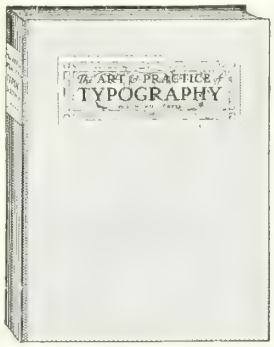
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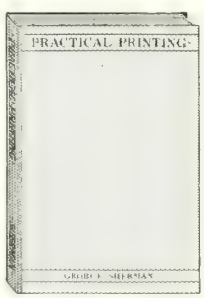
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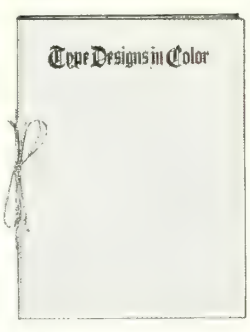
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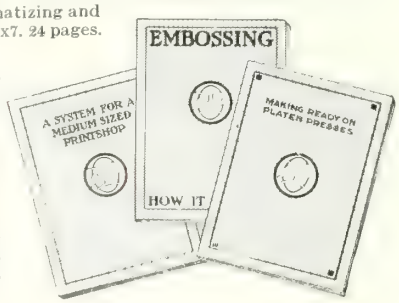
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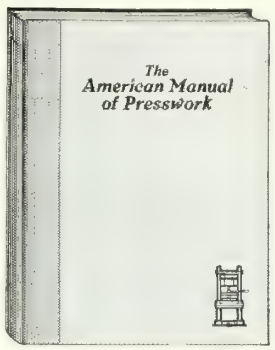
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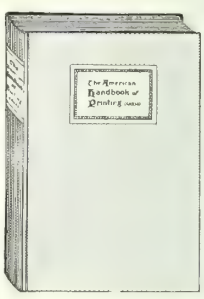
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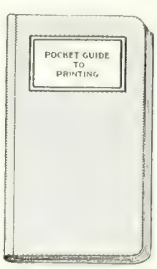
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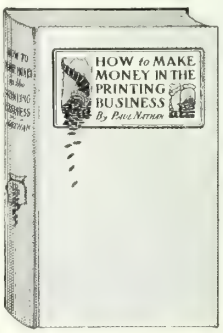
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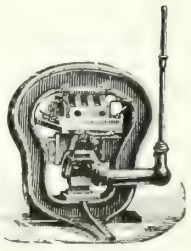
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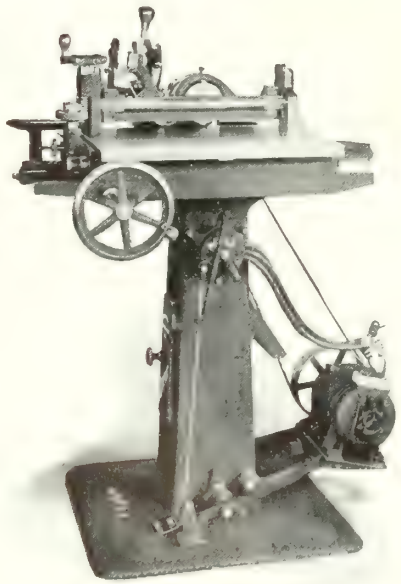
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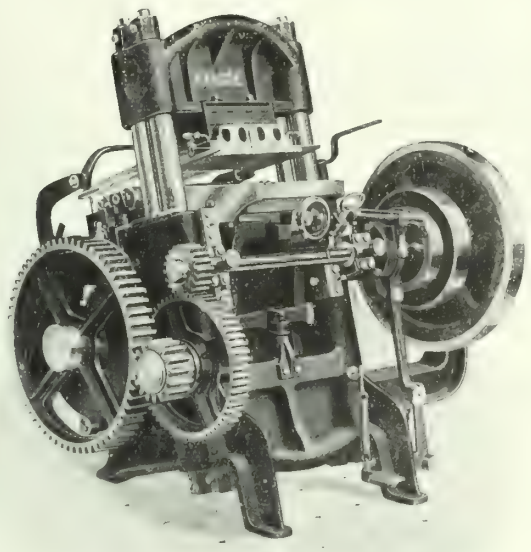
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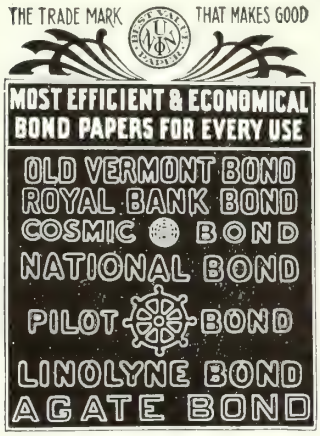
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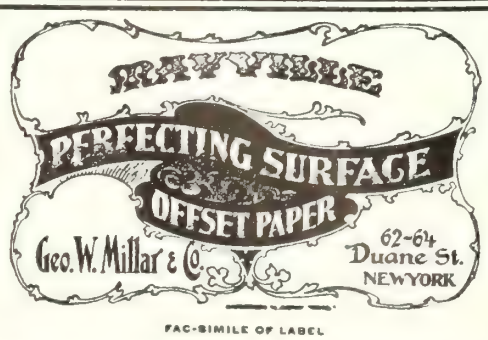
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Send your Orders to them, please.

TORONTO, ONT.
Barber-Ellis, Limited
The Buntin, Reid Company
United Paper Mills, Limited
The Wilson-Munroe Co., Ltd.

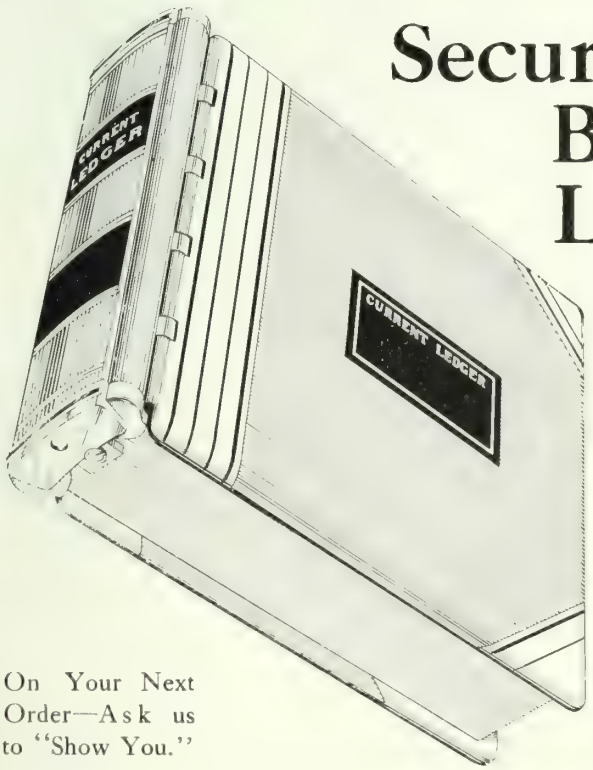
HAMILTON, ONT.
Buntin, Gillies & Co., Limited

MONTREAL, QUE.
Buntin, Gillies & Co., Limited
T. B. Little & Co., Limited

WINNIPEG, MAN.
Barber-Ellis, Limited
Clark Bros. & Co., Limited

Ask your jobbers for our
LINEN FINISH, COMMERCE WRITING MANILLA AND COLORED LAID FLATS.

Made in *CANADA*, and they are *right*



On Your Next Order—Ask us to "Show You."

Secure the Loose-Leaf Business of Your Locality

There's plenty of loose-leaf printing and binding to be done in your locality. Get after it—take in all that comes—we will help you out.

Your own plant may not be efficiently equipped for the proper handling of loose-leaf work, but our proposition enables you to secure all the work you can in that line—and make money at it. We place our modern bindery and loose-leaf plant at your disposal; we also will supply you with all binders and loose-leaf supplies that will enable you to turn out first-class work—at the same time giving you good profit.

Printers' Specialties, Limited, Toronto

"RED SEAL"

COATED R PAPER

Trade Marks Registered

"LUXACOTED PORCELAIN"

Our RED SEAL COATED BOOK is the best for ordinary Printing and Half-Tone work. Where a finer quality is desired use our LUXACOTED PORCELAIN.

The day is past when importers can claim any superiority for foreign goods. Our goods are equal to the best made anywhere and are superior to the ordinary run of imported lines.

We carry a full line of Coated Papers in Stock.

MADE BY

RITCHIE & RAMSAY, Limited

TORONTO - CANADA

BUY DIRECT FROM MANUFACTURER

Note this watermark!

CROXLEY

AIR DRIED PARCHMENT

—use this paper for letterheads and general commercial work—a pleasing quality of standard value—manufactured at our Croxley Mills and stocked by—

JOHN DICKINSON & CO., LIMITED

Makers of High Grade Printing and Writing Papers

Mills :—Croxley, Apsley, Nash and Home Park, England.

CROXLEY HOUSE, 216 Lemoine St., MONTREAL



Registered Trade Mark



Small Tray for 5 x 3 cards, $1.50

SUPPLIES FOR CANADIAN PRESS ASSOCIATION

COST SYSTEM

EVERY Printer needs this Cost System. It is, without doubt, the simplest and most efficient Cost System ever devised. The equipment required is so inexpensive, and the System is so easy to install that no Printer, however large or small his shop, has an excuse for not installing this system at once.

Three styles of receptacles for the cards are shown here. The small tray in the left hand corner has capacity for 500 cards with markers. The hinged-cover Tray has capacity for 1,000 cards with markers, and the two-drawer cabinet has capacity for 1,000 cards in each drawer, with markers.

In this cabinet the job markers can be kept in one drawer, and the department markers in the other drawer. Job or department Markers 5x3 inches in size with either third, fifth or quarter cut tabs are $3.00 per 1,000, or for extra heavy weight $6.15 per 1,000. These supplies are kept in stock at any of the following stores:



Hinged Cover Tray, Quarter Cut Oak, $2.75



Two-drawer Card Cabinet, Quarter Cut Oak, $4.50

MAKERS OF HIGH GRADE FILING CABINETS

OFFICE SPECIALTY MFG. CO. LIMITED

AND OFFICE FURNITURE IN STEEL AND WOOD

Head Office, 97 Wellington St. West, Toronto

BRANCHES: Halifax, 42 Granville St.; Quebec, P.O. Box 226; Montreal, 259 St. James St.; Ottawa, 143 Sparks St.; Winnipeg, 223 McDermot Ave; Regina, P.O. Box 999; Calgary, 325 8th Ave. West; Vancouver, 611 Pender St.

Gray Tone Series of Brass Rule

Presenting Golden Opportunities for Attractive Printing

Made in Two-Foot Strips. Prices Given are Per Foot

764	2-Point	$0.15
765	3-Point	.22
766	4-Point	.30
767	6-Point	.45
[illegible]	8-Point	[illegible]
[illegible]	10-Point	$0.75
[illegible]	12-Point	.90
771	18-Point	1.35
[illegible]	[illegible]	[illegible]

The H. C. Hansen Type Foundry

Leaders in Type and Rule Fashions. Established 1872

190-192 Congress Street, Boston **43 Centre Street, New York**

Dennison's

TRADE MARK

SHIPPING TAGS

Of "Standard" Quality

Made of All Rope Stock, defy the Weather and Rough Handling

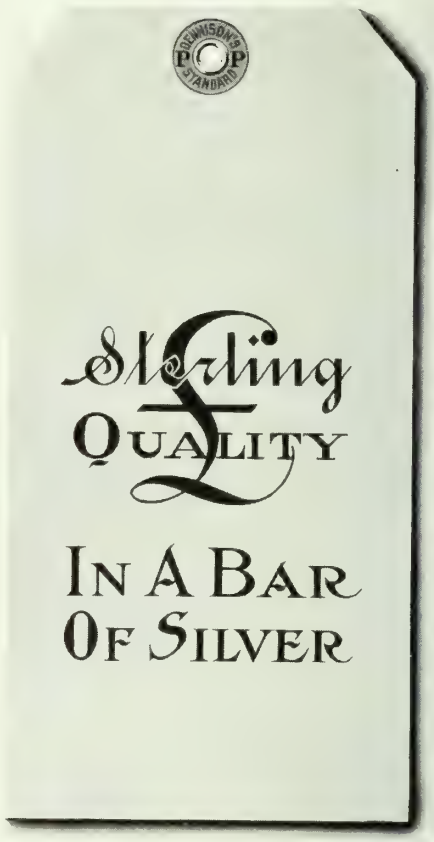
Strongest Tags on the Market



Dennison Quality

EQUALS

Sterling Quality



Dennison QUALITY
MEANS
Selected Stock, Careful Inspection, Full Count
Clear Printing and Durable Containers

WRITE FOR SAMPLES

Dennison Manufacturing Co.

THE TAG MAKERS

BOSTON	NEW YORK	PHILADELPHIA	CHICAGO	ST. LOUIS
26 Franklin St.	15 John St. and 15 W. 27th St.	1007 Chestnut St.	62 E. Randolph St.	413 No. Fourth St.

TORONTO – 8 Wellington Street, West

Will You Let Us Help You to Increase the Efficiency of Your Plant

YOU realize the *need* for increased "EFFICIENCY" in your plant, but how to meet this need is not so apparent. The addresses that you heard at the first Eastern Canada Cost Congress, or read in this number of Printer and Publisher, emphasize the intimate relation between "EFFICIENCY" and cost of production, but you find it difficult to know just what steps to take to increase the "EFFICIENCY" of *your* plant.

Will you let *us* help you to increase your "EFFICIENCY"? Our staff includes men who are experts in the laying out of plants in a way that will save unnecessary steps and secure a maximum "EFFICIENCY" of men and machines. These experts know the type and equipment that is most suitable for the class of work that you are doing and would be able to show you how by a change here and another there you can increase the "EFFICIENCY" and quality of your work. These experts are at your service. Will you not allow us to send one to consult with you? In doing so you place yourself under no obligation to abide by his suggestion—all we ask is the privilege of discussing the matter with you. We believe we can show you how to make more money out of your business through increased "EFFICIENCY." Will you not "put it up to us" to do so?

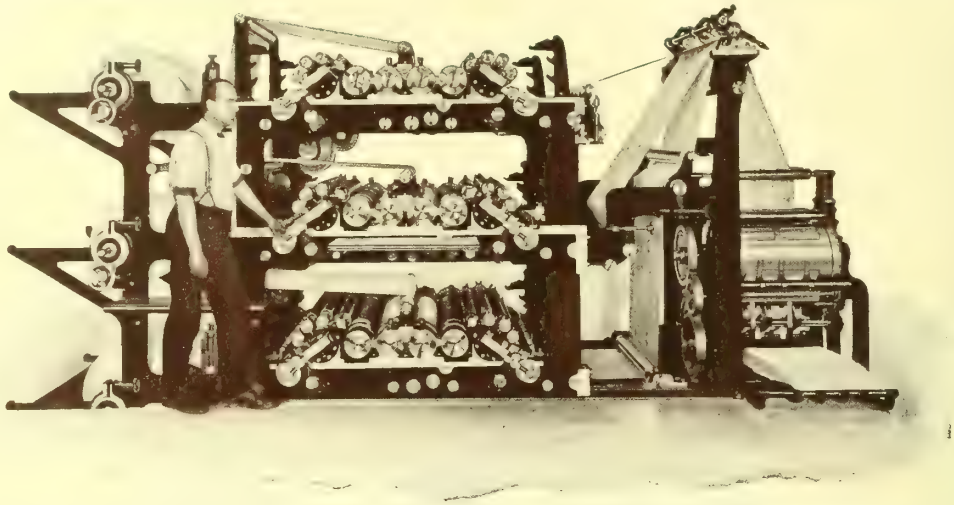
Miller & Richard

Toronto and Winnipeg

THE DUPLEX TUBULAR PLATE ROTARY PRESS

IT DOUBLES THE PRODUCT

Absolutely single plate — No half-speed devices



THE 12-PAGE DUPLEX TUBULAR PLATE PRESS

Capacity, 30,000 per hour of 4, 6, 8, 10 or 12 page papers. All book fold and at full speed from single plates

OVER FIFTY ALREADY SOLD

In 1911 DUPLEX TUBULAR sales for one month exceeded the sales of all competing machines together in the same field for the whole year.

Our Customers Write Our Ads.

"We are very glad indeed that we purchased this machine and would strongly advise anyone else to do the same." KINGSTON, N.Y., FREEMAN

"The 12-page Tubular has been running successfully for over a year. We know that you have solved our problem—the problem of the small daily." BROOKLYN, N.Y., FREIE PRESSE

"My decision after full investigation was that the Duplex Tubular is a superior machine to any other now on the market and I purchased that press." W. M. MILLER, PORTSMOUTH, O., BLADE

"I can only say, from my experience, that if buying another press I would buy a Duplex Tubular without consideration of any other make." A. L. MILLER, Mgr., BATTLE CREEK, Mich., ENQUIRER

These are extracts from some of the many letters of users. Write for the complete letters and catalog with full information about this remarkable press.

The DUPLEX TUBULAR-PLATE ROTARY PRESS will give TWICE THE PRODUCT of any other press carrying an equal number of plates.

In the Duplex Single-Plate Rotary there is **no collecting, no associating, no tapes, no half-speed cylinders.** All sheets are cut AFTER passing over the former—not before, as in other makes. ALL products delivered BOOK FOLD AND AT THE SAME RATE OF SPEED and with NO DUPLICATE PLATES and NO WASTE SHEETS.

MILLER & RICHARD

General Agents for Canada

Toronto Montreal Winnipeg Vancouver

48 Point. 6 A-19 a—about 25 lb.

The POYNDER Type

30 Point. 7 A-28 a—about 15 lb.

HARD METAL of best quality only employed

24 Point. 9 A-38 a—about 13 lb.

VERY READABLE and graceful series appeals to printers and those practical

42 Point. 6 A-19 a—about 20 lb.

Most ARTISTIC Design Brochures and Booklets

18 Point. 14 A-62 a—about 12 lb.

THIS VERY GRACEFUL and elegant series must appeal to all those who require artistic printing

12 Point. 27 A-109 a—about 10 lb.

THIS SERIES OF POYNDER TYPE shows a face which is at once really artistic in character and beautifully clear in modelling, is an excellent example of the British product, and will be found to be of great utility.

36 Point. 6 A-20 a—about 16 lb.

USEFUL FOR BOOKWORK Effective in Artistic Display

10 Point. 30 A-134 a—about 8 lb.

HARD METAL OF THE BEST QUALITY only being used in the manufacture of all our Types and Borders, their lasting qualities are claimed to be unequalled. Founts cast on American Point Bodies, and can be promptly supplied in large or small quantities as may be required.

8 Point. 53 A-153 a—about 6 lb.

THIS FAMOUS EDINBURGH TYPEFOUNDING FIRM do not confine themselves to the manufacture of type. They produce, at their Edinburgh Factory, every requisite for the complete equipment of a modern printing office. Attention is particularly drawn to their noted Cylinder Printing Machines, which are made in several sizes, ranging from Crown to Quad Royal. These Machines have been designed to produce perfect work at high speeds.

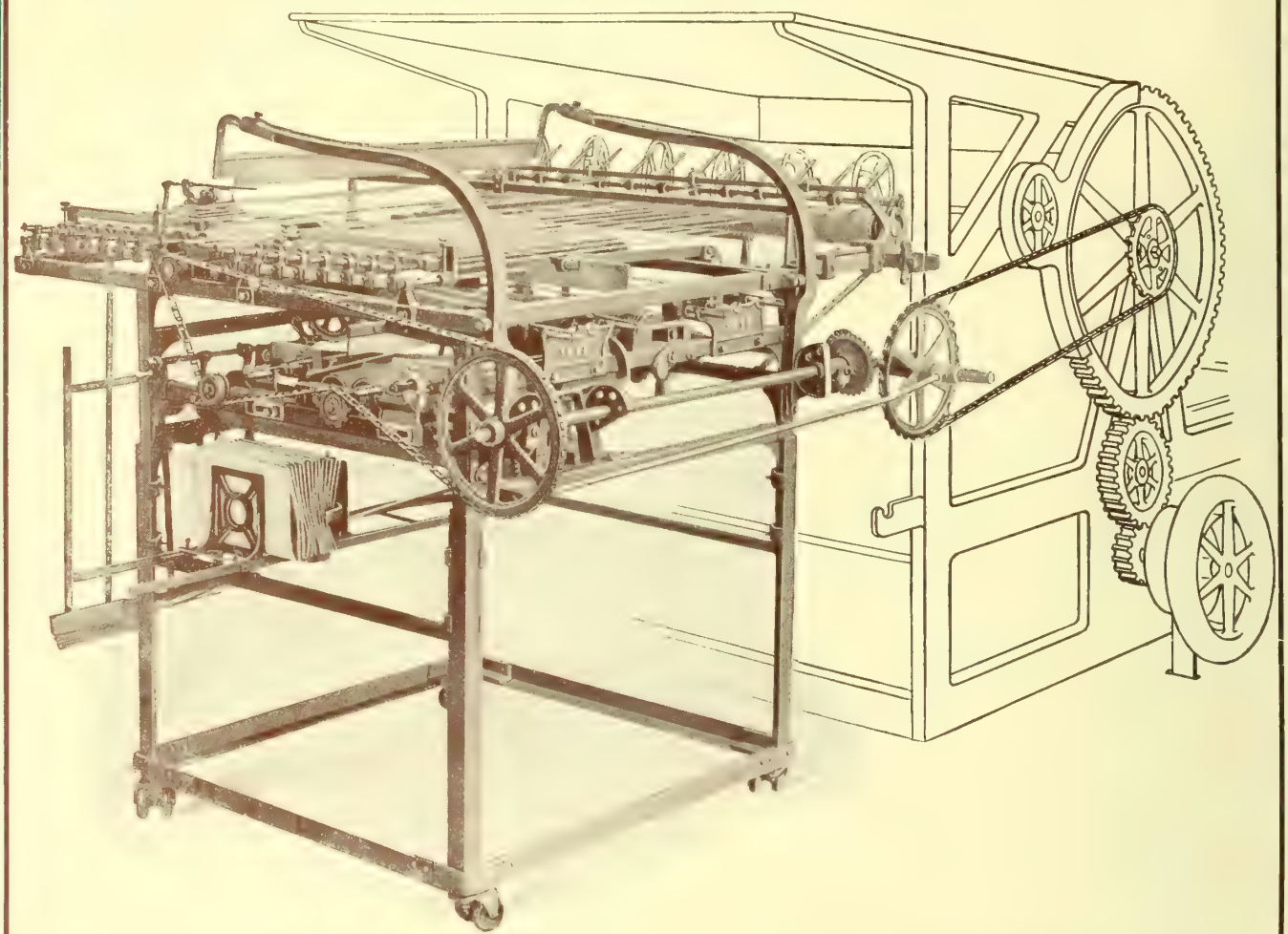
Manufactured by :: :: MILLER & RICHARD, Edinburgh :: :: :: ::

CARRIED IN STOCK AND FOR SALE BY

MILLER & RICHARD TORONTO and WINNIPEG :: ::

THIRTY DAYS' TRIAL

To responsible publishers



Insert Attachment Trimmer Jogger or Auto Straightener

Will handle and fold perfectly sheets from any rear delivery press that will deliver the paper within a radius of one inch of the centre, and any press will do this.

FIVE YEARS' GUARANTEE

No. 2 Model C, complete with Insert Table, Trimmer and Press Attachment, 6 col. fol. to 6 col. quarto, $328
No. 3 " " " " " " " " " " 6 " " 7 " " $340

f.o.b. cars Toronto or Winnipeg—we send man to attach.

Terms:—Quarter cash after thirty days' trial balance in ten equal monthly instalments. No interest if paid promptly when due. 8% interest after due. 2% for all cash at end of trial period.

THE HAMBURG REPUBLICAN
DAVIDSON & HILL

Hamburg, Ia. Apr. 30, 1909

TO WHOM IT MAY CONCERN

We take pleasure in stating that the OMAHA FOLDER which has just been installed in our office by the Omaha Folding Machine Co. is a dandy and no mistake. It takes the papers right from the press and delivers them ready for the post office. The improvements and devices included in the OMAHA FOLDER, we believe, make it superior to any other machine on the market. Its adjustments are so easily made that it did its part in getting out the paper without giving trouble almost from the time the first sheet went into the tapes. To say we are pleased with it is not telling half the story.

An indorsement of the OMAHA FOLDER would be incomplete without a word regarding "ITS MAKERS." The representatives of the Omaha Folding Machine Company are gentlemen of integrity with an ambition to make a machine that will sell upon its merits. We believe they advanced far toward reaching the object of their ambition and that others will find them, as we have, strictly square.

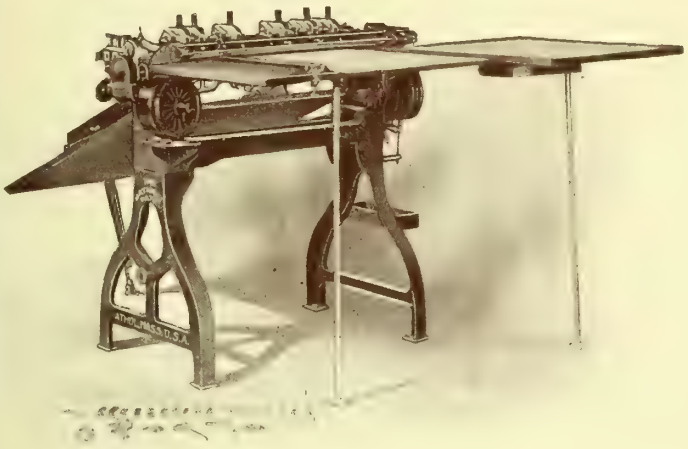
Very respectfully, DAVIDSON & HILL.

MILLER & RICHARD

Sole Canadian Agents

TORONTO MONTREAL WINNIPEG VANCOUVER

National Rotary Perforator



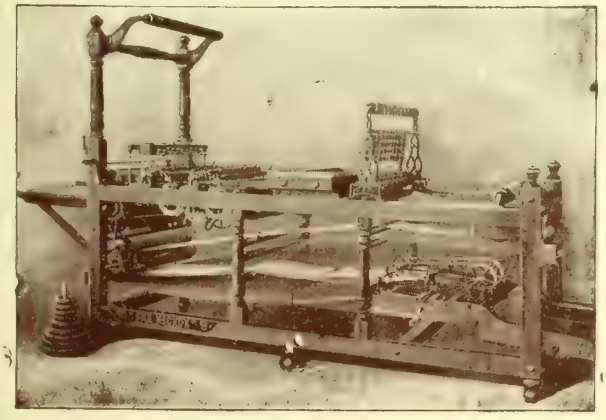
embodies all the latest improvements and is the strongest and most durable Rotary Perforator of its kind manufactured.

No strings. No tapes. No bands. No burr. No ragged edges. No pounding of stock. Mechanically perfect. Simple to operate. Low cost of maintenance. Knives practically indestructible. Rrpid feed. Durability. Workmanship. All parts interchangeable. Fully guaranteed. Special attachment.

ADDRESS INQUIRIES TO THE SOLE CANADIAN AGENTS:

MILLER & RICHARD

HICKOK RULING MACHINES



Paging Machines
Board Shears
Signature Presses
Standing Presses
Embossing Presses
Backing Presses

Sole Agents:

MILLER & RICHARD

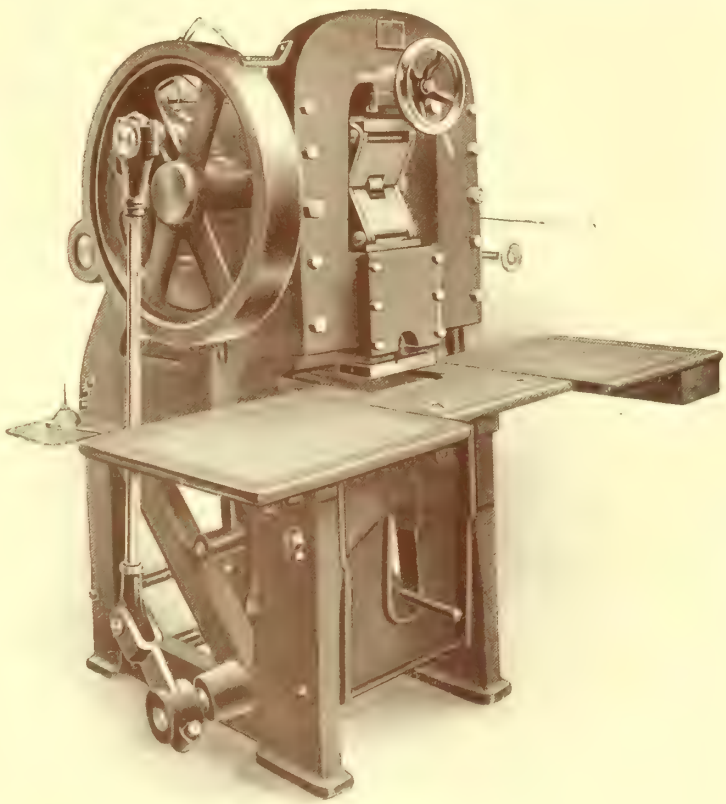
COMBINATION "DIAMOND" PAPER CUTTER



Can be operated by hand or power. Absolutely flawless in its performance. This beautiful machine will give constant service under the most exacting conditions. Look into the wants of your plant and communicate with us for full explanation and demonstration.

Address Sole Canadian Agents :

MILLER & RICHARD



The Carver Automatic Die Press

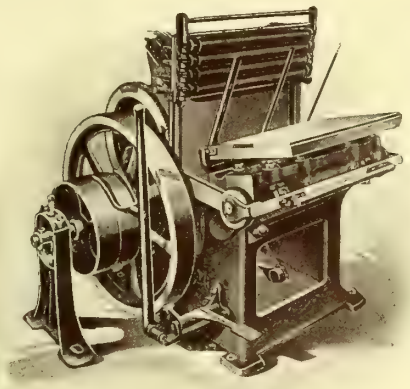
STANDS FOR

Economy of Production
Greatest Variety of Work
Perfect Register
Increased Output
Profits for the Printer

The Jewellers' Box Lid Feeding Device Makes Carver Presses Unique

Sole Canadian Agents

Miller & Richard



FOR LETTER-PRESS, HALF-TONE AND 3-COLOR WORK, EMBOSSING, CUTTING AND CREASING.

THE GALLEY IMPROVED

"UNIVERSAL"

In designing this press we have considered the absolute need of space economy in the average plant and yet have embodied the features that give accuracy of results with long service.

The many styles and sizes are covered by our catalogue. Ask for it.

Sole Canadian Agents:

MILLER & RICHARD

THE PHOENIX

ART PLATEN PRESS

(MADE IN LEIPZIG, GERMANY)

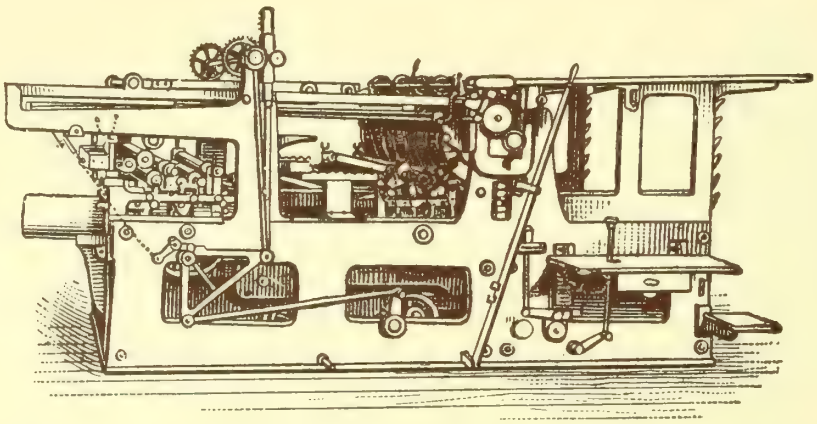
Four Form Rollers—Two ink form on downward stroke and the other two ink on upward stroke. Double reciprocating Ink Distributor Drums, Fountain Trip, Massive Impression, Minute Impression adjustment, Platen absolutely locked while on Impression, Automatic Side Register Gauge for color work, Safety Hand Guard and Universal Clutch and Break combined. For Art Work, Embossing and high grade Letter Press Work, this Press is unexcelled.

SEE THEM IN USE

MILLER & RICHARD

SOLE CANADIAN AGENTS

TORONTO, WINNIPEG, MONTREAL, VANCOUVER



THE BABCOCK "OPTIMUS"

"Success knows no slipshod men or methods."

We work always for success, and have never found any way to win it but to deserve it by building into our machines the best brains and the best material to be had. That is the reason in a nut shell why more radical and permanently valuable changes in time and labor saving devices, more original, simple mechanisms for increasing DURABILITY, SPEED and ACCURACY have been built into

BABCOCK FLAT BED PRESSES

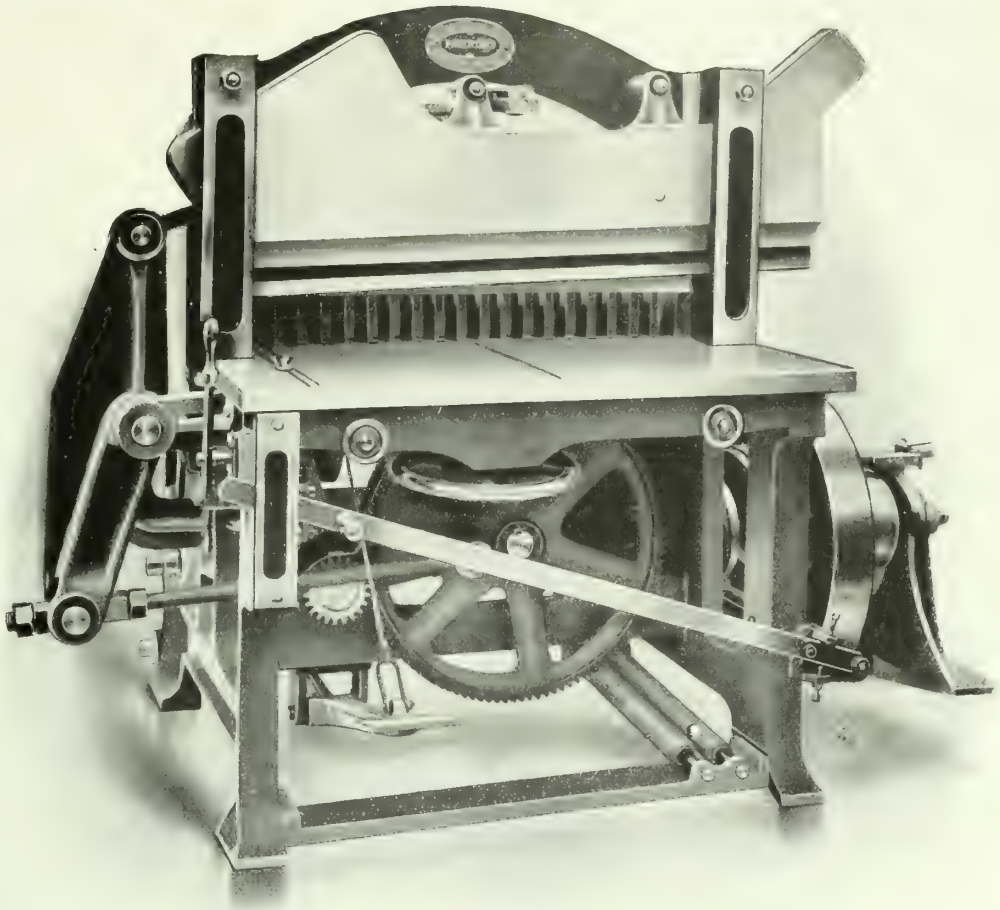
than into all other machines of the same class combined. These facts are open to easy and profitable demonstration. If you are any kind of a printer you cannot afford to be "slipshod" either in "men or methods." Avoid the danger by running BABCOCK PRESSES. They are our best advertisements.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT -:- NO. 38 PARK ROW, NEW YORK CITY

MILLER & RICHARD

General Agents for Canada

TORONTO, ONT. -:- WINNIPEG, MAN.



The "CROSLAND"

Patent Fast Running Auto-Clamp Cutter

BEAUTIFUL DESIGN -:- POWERFUL CUT -:- ABSOLUTE ACCURACY

The Leader in the British Isles

Hundreds in use in all parts of the world

Ask us about it

Its Exclusive Features will Interest You.

Introduced into Canada by the Sole Agents

ANGLO-CANADIAN TYPE & PRINTING MACHINERY CO., Limited, *124 York St., Toronto*

If You Wish to Reduce Your Costs

Invest in Keystone Steel Equipment

for your Printing Plant. This Equipment is constructed entirely of Steel with the exception of the type cases and some malleable iron and brass which are used at certain points to increase efficiency and prevent wear and deterioration. It is practically indestructible; complies with health laws and reduces fire hazard; saves from 10 to 25 per cent. in labor and gains from 30 to 50 per cent. in floor space. It eliminates rubbish, shiftlessness and confusion and substitutes cleanliness, discipline and order thereby adding much to the comfort and convenience of workmen, stimulating them to greater effort and resulting in higher efficiency throughout. For further information, and handsomely illustrated catalog showing a large and varied assortment of this equipment, write to

Keystone Type Foundry

Ninth and Spruce Sts., Philadelphia, Pa., U. S. A.

Branch Houses in New York, Chicago, Detroit, Atlanta, San Francisco

CANADIAN AGENTS:

GEORGE M. STEWART . . . . . 92 McGill Street, Montreal
PRINTERS' SUPPLIES, LTD. . . . . 27 Bedford Row, Halifax, Nova Scotia
ANGLO-CANADIAN TYPE AND MACHINERY CO. . . . . 124 York St. Toronto

The Canadian Printer and Publisher

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF THE PRINTING AND PUBLISHING TRADES OF CANADA.

Vol. XXI. TORONTO, MARCH, 1912 No. 3

The Printer as an Advertiser

By George Hough Perry of New York

An Address to the First Eastern Canada Cost Congress.

ABOUT a month ago I had the pleasure of talking to the printers of the Middle Atlantic States at the Philadelphia Cost Convention on the same subject that is assigned to me to-day. I had some doubts as to the propriety of repeating the talk because most of the printing trade papers had given it pretty fully and it is probable that most of you have seen it. Nobody cares to listen to "old stuff," nor does anyone like to inflict it on an audience however patient and courteous.

But I have learned a good deal since that day in Philadelphia. On that occasion, with my courage taken firmly in my two hands and with my heart in my mouth, I told the assembled printers that their advertising, which ought to be the best in the world, was probably the worst. I told them that, because I thought I knew all about printers' advertising. I have for some years been one of the largest buyers of printing in New York and the "mark," I thought, for about all the printers' advertising that there was. So I thought that I spoke with knowledge.

But no sooner had I returned to my office than the floodgates opened on me. From far and near, from big printer and little printer, from "art printers," "distinctive printers," print "shops," "printeries," and just plain printers, there descended a cataract of printed matter. It came in envelopes, in wrappers, in packages and in boxes. And with every shipment came a letter saying, in effect, "We agree with what you said in general, but isn't this stuff of ours an exception?"

Now, I want to confess that my remark in Philadelphia was made on insufficient data. I had not, by any means, seen as much of printers' advertising as I thought I had seen. But now, after the flood of last month, I can speak with more assurance. And after examining these specimens with anxious care I wish to revise my criticism. Instead of saying that printers' advertising is probably the worst in the world, I wish to say that it is undoubtedly the worst.

I feel that I can go over something of the same ground here that I covered in Philadelphia even if you have read what I said there because my later experience has taught me some things about printers' advertising that I didn't know then, and I am therefore enabled to add some later observations.

Now, let me make two things plain at the beginning. In any criticism I make, of course, I speak in general terms of the general run of printers' advertising. There are brilliant exceptions. I mentioned several in Philadelphia—I have seen a lot since. Some of the individual drops in the cloudburst that I have just come through are just as good advertising as any man can conceive.

Another thing—when I say this, or that, is good or bad advertising, please understand that I express only the opinion of an advertising man—my own, single, individual opinion, and not at all to be advanced or accepted as the final word on the matter. The awful truth is that nobody—certainly not I—is qualified to say definitely and positively that any submitted specimen is good or bad. Advertising men are no wiser than doctors or lawyers or credit men or any other class whose business lies with manifest uncertainties. The final test of advertising is, "Did it pay?" If it did, it was good, no matter how bad it was, and no matter how much better it might have been.

I am glad and proud to be numbered among a body of men who have been for years conscientiously trying to find the fundamental, moving, controlling laws that underlie successful advertising. It has only been within the past six or eight years that anybody believed that there were such laws; in fact the majority disbelieve in them to-day. But I think we have found some of them and we are striving to apply what we have found and to find others. In a business that expends something like six hundred millions of dollars annually in the United States alone, it seems the part of wisdom to apply scientific principles if there are any. Up to very recently every man made his own guess. Nowadays some of us think that we have knowledge and data that enable us to guess right oftener than the man who has not that knowledge and data. That's all that any so-called advertising "expert" can honestly say, and if, in the course of this talk, I get warmed up and seem to talk with the voice of authority, please remember that, after all, I am giving you merely my opinion and that your own may be just as good as mine or better.

But from the standpoint of the professional advertising man there can't be much question as to the scientific quality of the average printer's advertising. It's bad because ninety-nine and nine-tenths

per cent. of it lacks the one thing that makes advertising effective—and that is, *selling* quality.

You can group most of it into one of three classes. The first class, and the biggest, is what I call "business card" advertising. Under this head comes such stuff as blotters, calendars, souvenirs, wall-cards, telephone pads—any form of medium which carries, as its advertising, merely the name and address of the printer, with maybe a line or two describing his business.

This is a very common form of advertising among others than printers. Almost every man uses it at the beginning of his advertising experience, just as every boy, at some stage in his adolescence, gets a toy gun and plays at being a soldier. The trouble with it, as advertising, is that it doesn't do any good, yet literally millions of dollars are spent on this form of publicity every year.

It's practiced because of a theory that was exploded long ago, but which still exists as a guiding principle, like the salt pork cure for colds. That theory used to be that it was a good thing "to keep one's name before the public." It was supported by the alleged remark of an alleged politician to the effect that he hoped the papers would say something about him every day—something good, if they could, but rather a roasting than indifference.

Now, like many another lie, there's just enough truth in this theory to keep it alive and dangerous. There is doubtless some value in having the public familiar with your name. The trouble comes when you mistake this as being *all* that is necessary. Yet this is perhaps the commonest mistake in advertising. You see it all around you—not only in business card form, but in newspapers, street car cards and billboards. Millions of dollars are wasted annually in attempting to familiarize the public with names or trade-marks that mean nothing to them and which are not connected up with the public's own desires and interests.

This error is so common that it may be worth while to go a little way into the psychological reasons why it is an error.

One of the most elementary psychological discoveries was that the faculty of memory is a curious function, the operation of which is practically never spontaneous. Memory never acts of itself. It is like a rock poised on a hillside—it will not move until something starts it. A thought never pops into your head of itself. Some other thought, or some other suggestion from a sound, a sight, or a smell waked it up and started it moving.

The purpose of advertising is largely to so connect up one's *name* with one's business that the reader could not afterwards think of the business without having the name come into his head. Suppose my memory of you as a printer is like that rock on the hillside lying inert, waiting for something to start it. In your case the suggestive or starting thought should be the word "printing." If you are properly advertised to me, the instant I think of printing, your name is awakened in my memory and away it goes crashing irresistibly to a decision to send for you.

That is a crude picture of the way "business card" advertising is supposed to act—the way it must act, if it acts at all. But right here there comes in another psychological fact which is that even under suggestion the memory refuses to act at all as to anything you have ever seen or read or heard unless your interest and attention were on the job at the time you saw or read or heard it.

There are things you do mechanically or habitually every day of your life that make no impression on your memory at all. I doubt if there is a man here who can remember what he had for dinner farther back than yesterday. How many times have you climbed the steps on your own front porch? If there are more than three steps, I doubt if you can tell how many there are. Or, if you can get away with that easy one, how many steps are there in the longest flight in the stairway of your house—a stairway that you climb every day? Is there a man here who can say offhand how many buttons there are on the vest he is wearing this minute? What was the color of the eyes in the head of the last man you talked with? Of all the names of persons in this morning's paper, how many can you remember now?

One could go on in that fashion for a long time, but it is not necessary. On consideration, you will doubtless admit that it is difficult or impossible for you to remember anything that didn't interest you when you saw it, or which didn't leave some impression or other on which your memory can afterwards get a purchase, so to speak. You will understand what I mean by "getting a purchase" if you will recall the way your mind probably works when you try to recall a man's name. Nine people out of ten do this by first recalling something about the man himself—the way he looks, the color of his necktie, etc. Or if not something personal about the man they try to remember the first letter of his name or some association connected with his name and work from that.

Now, apply all this to your business card advertising. Remember that yours is not the only card or blotter or calendar that your prospective customer has before him. Of course, if you are the only printer in the town, or the only printer he knows, the association is easy and efficient, but in that case you would not need to advertise to him at all. But few printers are so favored.

Assuming, then, the usual case where the buyer of printing has from a half dozen to twenty printers clamoring for his work, which one is going to pop into his mind when he next thinks of printing? The answer is obvious. It is that printer who has given him the best and easiest handle for his memory to take hold of. But business card advertising gives no handle whatever.

I said that there were three great classes of printers' advertising of which this business card style was the greatest. The next greatest is the stunt class—this business card advertising, plus some unusual feature of size, color or shape, and in this class I am also going to count the artistic effect. A very large proportion of the samples that were sent me were really exquisite examples of fine printing; generally color work for artistic arrangement of tints, initials and borders.

Now, this is better than the first class and indeed some of it is really good advertising. But much of it fails in its purpose for another little simple psychological reason, and that is this: That while it gives an impression which the memory may retain, it is not an impression that is associated with the kind of printing the buyer wants. One of the best examples

of this that I have ever seen was a really beautiful piece of art printing, showing a reproduction of a famous painting by a Dutch master. It was beautifully done and beautifully mounted. But all it said about printing was, "Compliments of so and so, printers of fine work at moderate prices." The trouble with that piece, as with a great many others, is that the impression it leaves on my mind is of a class of printing that I shall never need—which is the same thing as saying that it leaves no impression whatever, from any practical standpoint. A great deal of the stuff I see is of this class. You have heard of the man who could not see the forest—there were so many trees. This exactly describes much of that kind of advertising. You cannot see the printing argument—there's so much printing there.

Remember that art is not necessarily advertising. Every retail advertiser who was worth his salt has learned that there is such a thing as making an advertisement too good. Readers are so charmed with the beauty and the construction of the pretty pictures that they never get to the business argumen at all. Typography and art effects should be used to attract—not to distract.

The third class—the smallest of all and least objectionable—consists of what you might call the "pure reading matter" ad. They are likely to be more effective than the other two forms because it is almost impossible for a printer to talk very long without saying something really worth while about his business. But it is astonishing how long some of them can talk and never give selling arguments.

In this class I count those brochures which give, for example, a history of the art of printing; a history of type faces; rules for correcting printers' proofs; long dissertations on the printing business; funny stories and such like. A great many house organs fall squarely into this class. The objection to these is that while they are often interesting and readable, and sometimes actually valuable for the information they contain, they are weak as advertisements, because all their advertising value is covered up with other information. The printer's selling argument must necessarily be subordinated and he is lucky if the reader gets it at all. He is like a man trying to talk through the music of a brass band. You may get a word now and then, but the music takes most of your attention.

Now, after we have disposed of these three classes, we have remaining a handful of what I believe are really good and effective business-bringing printers' arguments, and, oh, how small they are in comparison.

These are short, simple, direct little talks—never so long as to be wearisome—never so short as to be ineffective, and giving the reader just exactly what the reader wants to know about the printer and exactly what the printer wants him to know about himself. Of all kinds of advertising they are the easiest to write, the simplest and most effective in their reading and the hardest to find. They ring true to the three great requirements of a good ad.—knowledge of the subject, sincerity, simplicity.

I say they give the points that the buyer of printing wants to read.

Now what does a prospective buyer of printing want? As concerns details, it is of course one thing and sometimes another, but fundamentally there are three things that he always wants, and it is exactly these three things that a printer very seldom advertises.

The first of them is an assurance that his job is going to be taken care of; that he will get the paper and ink, the press work and the attention that he pays for.

The second is that he will get the job on time.

The third is that he will have to pay only a fair and reasonable price for it.

Mind, I put this question of price last and I am convinced that the last place is nowadays the place where it belongs. I admit it has not always been so. It may be universally true even yet that the price is the last thing considered. But there is no question in my mind that the attitude of the printing-buying public is undergoing a very rapid change and the biggest, most successful and happiest printers to-day are those that have profited by this change.

I know by my own experience that for years it has been a common custom among big advertisers to give a job to three or four printers to bid upon and to give that job to the last bidder irrespective of anything but the figures. I was myself trained to this method of buying. I have given out tens of thousands of dollars' worth of printing merely on the showing of the competitive bidding, taking the lowest price as a matter of course and without the slightest consideration as to whether that particular printer was as well equipped for that particular job as others. But I have learned my lesson and I know that my experience is paralleled by many, many others.

This thing should be obvious. No man hires a doctor or a dentist or a lawyer or, I may say, an advertising man in that way. No concern would dream of giving out any large contract for anything but printing without satisfying itself that the lowest bidder was at least as well equipped as his competitors for the job. One of the wisest phrases in any request for bidding, to my mind, is "the right is reserved to reject any or all bids"; but it has not been until recently that this piece of wisdom has influenced the buying of printing..

But we learn by experience—often unfortunately, it requires a good deal of experience to drive home a lesson. Some men require to be stung only once to learn that there is something about bees besides honey; others require the attention of a whole hive. But the general tendency is towards the consideration of quality, promptitude and reliability in a printer rather than his price, and those who have not yet learned this lesson will learn it in time.

A prominent advertiser in the middle west (The Simmons Hardware Company) has a slogan that every printer would do well to stick up over his desk. That is, "The memory of quality remains long after the price is forgotten." A great commercial truth has seldom been expressed in fewer words. I believe there is a revolt against cheap printing that looks cheap, just as the retail world is seeing a revolt against cheap dry goods and clothing that look cheap. There can be no question that the most prosperous stores to-day are those that are selling their goods on quality rather than on price. The day of the price argument is passing, if it has not already passed. The stores that have built up their business on the sole cry of "Lower price! Lower price!" are seeing their business drift steadily away toward these stores that say and show "Better values! Better values." Of course, extravagant prices are as objec-

tionable now as they ever were and will always be, but serviceability and beauty—all that is summed up in the word quality—are to-day the controlling factors in the majority of purchases. The question is no longer, "What must I pay?" but, "What do I get for what I pay?" I believe, therefore, that the arguments you should use in your advertising are those of quality, promptness and service. If you give these at a reasonable price, you need have no fear of the man who tries to get the business on price alone. Competition there will always be and others beside you can doubtless give good service at a fair price, but the competition, mark you, will be on the grade of the work at the price. This is fair competition and no good printer need fear it.

Advertising-printing must nowadays be a little more than merely good. To be commonplace is to be nothing. There is a marked tendency to avoid the cheap half-tone, crude drawing. There is a growing aversion to cheap machine composition that looks cheap. There is a marked tendency to return to the old time standards set by hand-composition, yet in recent days elevated and made more practicable by modern appliances. The cry is for distinctiveness and impressiveness. My voice as an advertiser is one of ten thousand—what can you give me that will lift my cry above the general chorus and make it heard!

I believe that the printer who first has the courage to advertise, "I am the highest priced printer in this town, and worth it," will get the bulk of the most profitable business in his locality. For the wise man who spends his thousands to make his message heard by the public, realizes the absurdity of saving a few dollars at the cost of losing all those qualities that make his message carry.

Of course, I am not arguing that you charge higher prices for your work, although I admit that many of you sell your work too cheaply. What I do urge is that the general quality of your printing be increased without regard to the objection that the price must increase also, and especially let printers cease the weary round of "copy-chasing" and learn to sell rather than merely to solicit.

Why should the print business be such a battlefield? Why do I see ten printers in my office after one job, to one printer who comes to me with an idea? Why is it so common among you to go to the buyer of printing and sit humbly while he gives you his instructions. Nine times out of ten you know better what he wants than he does and yet you are about the only class of business man who, possessing the superior knowledge, are afraid to use it. Do not ask me what I want. Say to me this is what you should have, and if you are right I will take it, or else fly in the face of all experience.

Anything that makes for the greater power, greater dignity and the greater usefulness of the Art Preservative, is of as great value to the buyer of printing as the printer himself. It is no reply to say that it may also be to the printer's greater profit.

Ad. Club Doings

The outstanding events in Canadian Ad. Club circles during February were the visit of President Coleman, of the Associated Advertising Clubs of America, the organization of three local ad. clubs and the bringing together of all Canadian Ad. clubs in a Canadian Division of the Associated Advertising Clubs of America.

President Coleman was met at Buffalo on Wednesday, Jan. 31, by a deputation of Toronto advertising men. He spoke at Hamilton at noon on the following day and on the same afternoon he addressed the Toronto Ad. Club. On Friday he spoke to the advertising men of Ottawa and Montreal.

Following the visit of President Coleman to Hamilton and the visit of E. C. Brett, of Buffalo, two weeks later, the advertising men of that city organized the Hamilton Ad. Club. An Ad. Club for Peterboro' was organized at a meeting on February 13, at which H. B. Cowan, of Peterboro,' and W. A. Lydiatt, of Toronto were the chief speakers. President Coleman's visit to Ottawa was followed by the visit of Chas. H. Ashley, Toronto, a week later, and the Ottawa Advertising Club was organized under very favorable auspices.

A meeting of representatives of the Canadian Advertising Clubs that are affiliated with the Associated Advertising Clubs of America, was held in the Toronto Ad. Club rooms on Friday, February 22, for the purpose of organizing a Canadian division. Representatives were present from the Montreal, Ottawa, Peterboro' and Toronto clubs. The following officers were elected: President, W. A. Lydiatt, of the Toronto Ad. Club; First Vice-President, William Findlay, of the Ottawa Ad. Club; Second Vice-President, J. J. Gallagher, of the Montreal Publicity Association; Secretary, Adam F. Smith, of the Toronto Ad. Club; Treasurer, J. R. Aylesworth, of Hamilton Ad. Club; Directors—George T. Koester, of the Winnipeg Ad. Club; S. Fenwick, of the Quebec Ad. Club; W. G. Rook and F. W. Hunt, of the oronto Ad. Club.

The organization of the Canadian Division strengthens materially the chances of securing the 1913 convention for Canada. The Toronto Ad. Club is straining every nerve in an effort to secure this convention and will send about 100 delegates to Dallas in May to urge the choice of that city. The Winnipeg Advertising Club also is out for the 1913 convention, but there is every probability that before the 1912 convention opens at Dallas, the Winnipeg advertising men will have joined hands with the advertising men of Eastern Canada in an effort to secure the convention for Toronto.

Would you enjoy some further advice regarding the advertising of your business? Then read the series of articles on this subject that will commence in the April number of "Printer and Publisher."

Special Writing

Observations by John R. Bone, Managing Editor, Toronto "Star" at the Toronto Women's Press Club.

ABOUT special writing or newspaper writing of any kind, it is impossible to be dogmatic. There is no formula or set of rules that can be universally applied. The methods that one writer uses with success will be disregarded by another. And the writer who breaks all the conventionalities of writing and strikes out on entirely new lines may be hailed as a genius. Please notice I said may be, not will be.

It is this difficulty in laying down rules that probably makes the literature of newspaper writing so scanty. One has no difficulty in finding abundance of books on all sorts of other professions and callings, but on the making of newspapers or newspaper writing there is scarcely anything to be found. Apparently the authorities have hesitated to put on record their views. But fools, you know, rush in where angels fear to tread, which explains my presumption here to-day.

Let me divide the few remarks I have to make on special writing into three parts, as follows:—

First, choosing the subject;

Second, getting the facts;

Third, writing the article.

The foregoing division of the work represents, in order, the respective degree of importance and also of difficulty. That is to say the most important, and often the most difficult part of the task is choosing the subject, the next most difficult and most important part is getting the facts, while the easiest thing of all is to write the article, providing, of course, that the subject has been well chosen and the facts fully and accurately secured.



JOHN R. BONE

Managing Editor, Toronto "Star."

First, then, as to choosing the subject. If you are given a specific matter to write about the problem is solved, but a great deal of special writing is free lance work where it is necessary for the writer herself to find her own subject and often, too, on a general assignment, the special writer, particularly, if out of touch with her office, must rely on her own judgment as to what particular points of the affair should be selected.

This searching for subjects in which the public is interested and will consequently want to read about is simply the manifestation of what is technically known as "the nose for news."

One simple rule for the selection of subjects is that people like to read about the things they are familiar with. You know if a newspaper writer from abroad comes to Toronto and sends an article back to his home paper about our city, how we all like to read what he has said about us.

The other day when the Duke of Connaught visited Washington there came over the wires a story of his visit which was simply a description of Washington, which must have been familiar to a great proportion of the people who read the article. Using the distinguished visitor as an excuse it described in detail the architecture of the new Railway Station, the beautiful broad avenues, the handsome buildings. When his Royal Highness entered the President's room in the White House the narrative told how the light was switched on disclosing a scene of surpassing loveliness. The scene was really just the same as it has been every day and every minute for years past. But the presence of the Royal visitor was an excuse for telling about Washington, with the result that the article was one of the best descriptive newspaper articles I have seen in a long time.

One of the foremost writers on the English press got his start in Glasgow by writing a series of special articles on homely subjects. The plan he hit upon was to write up the every-day lives of typical characters of the city. One day he wrote up the life, official and domestic, of a typical policeman; next day he chose a clerk in one of the stores. Again, a motorman on one of the electric cars.

There is an incident related of a young reporter coming into a newspaper office with the news that he had a big story. Boiler exploded and three Italians killed. The city editor grunted. "Ten lines" he ordered. "By the way," added the reporter, "funny thing. There was a baby in a baby carriage fifty feet from the explosion and it wasn't upset." The city editor straightened up at once. "That's worth a dozen dead dagoes. Write half a column."

Stories about children nearly always have possibilities. Julian Ralph, one of the greatest reporters of the generation, tells of an incident when he was working on the New York Herald. It was the theory of his editor that each day the paper must have a special article of great general interest. Now it is impossible to have a great battle or a big earthquake every day, and this day in the middle of summer seemed particularly dead. The system of this editor in finding subjects was to search the day's papers for a line or a paragraph somewhere that would give a clue. This day the search was long, but finally he exclaimed, "I have it," and he held up a three-line paragraph about a foundling, richly dressed, having been picked up by a policeman. His instructions were to the point. "See the place where the baby was found; interview the policeman. Go to the matron's room in police headquarters where all foundlings are taken and get from the matron a story of her experiences with them, the most remarkable, strangest, most pathetic, or stirring experiences she has had. Then get a cab and go to the shelter where they are brought up, and to the Potter's Field where they are buried. You can have twenty reporters to help you if you want them. We

will drop everything else and tell the public for the first time the story of a foundling."

The story ran into a couple of pages, and on Ralph's testimony it was one of the most interesting the paper ever published.

I remember seeing it stated once that there were three classes of stories which stood out above all others in their popularity with newspaper readers. And these were classified as follows:—

First in importance are stories containing what novelists call love interest.

Next are those into which the element of contest enters.

And third are articles with humor.

Consideration of newspaper history extending over a period of years will show that this is a somewhat shrewd classification. Love interest enters into a lot of newspaper stories, sometimes in a more or less notorious form, and it is a fact that many of the greatest responses from the newspaper reading public have been started by stories of this character.

Newspaper stories relating to contests include of course all sports, and all politics. It is a matter of common knowledge that the public in all centres devours with avidity editions telling the result of an election or of a prize fight or of a football match. This simply means that as there is one sensitive string in the human make-up that responds to what the novelist calls love interest, there is another which is thrilled by any contest in which human wits are pitted against one another.

The popularity of subjects into which these two elements enter is expressed in pointed form by a formula which prevails in some newspaper offices which runs as follows:—"Power for the men, the affections for the women." This formula prevails in the belief that power is a man's business. Politics, wealth and sport are different phases of it. And it is based also on the belief most concisely expressed by Byron that "Love is of man's life a thing apart, 'tis woman's whole existence," with which you may or may not be disposed to agree.

As to humor there is no doubt as to its newspaper value even in this city which with one or two exceptions is possibly the most intolerant city in the world.

If you get a subject, therefore, into which love interest, or the element of contest or real humor enters largely, you may be reasonably sure you have a subject that is capable of successful handling.

Then having selected your subject, the next thing is to get your facts. The trouble with many newspaper writers is that they try to write stories without getting their facts. And facts are often hard to get. The main things are to have a clear idea of what you want to find out and then go right to headquarters to get it. If you want to write an article on the prospects for women in a career as bank clerks don't take hearsay evidence of what someone with a superficial interest in the matter says, but go to the general manager of a bank and ask him all about it, what salaries he would pay, what the hours are, what class of work would have to be done, would the offices be bright and airy, how would he expect his clerks to dress, and all the rest of it. There is rarely any insurmountable obstacle in seeing people even in the highest positions if you have a bona fide errand on which to press for an interview. But the more specific you can make the object of your call the better. When I was in England one of the cities I visited was Manchester, which as you know is the centre of the great cotton manufacturing industry. As the industry is closely mixed up with politics in England, I wished to get some first hand information about it. I knew no one in Manchester and had no letters to anyone, but I found that a gentleman named Macara was the big man in cotton. But he had a big business and was up to the eyes in the political campaign and it seemed as though I would not likely be able to see him in the 24 hours I was to stay. But I called at his office where the official doorkeeper in uniform, the commissionaire they called him, met me. He handed me a blank form in which I was asked to write my name and the nature of the business I wished to discuss. I wasn't quite prepared for that, but I put on as bold a front as I could and wrote, "In Canada we are told the cotton industry of Manchester is doomed to destruction. I want to know if that is true?"

The commissionaire went away and in about half a minute there bounced out the very man I wanted to see. My question had interested him and he was in a great state of excitement. He took me by the arm, led me into his private office and told me more about the cotton industry in half an hour than I could tell in a month.

As a practical hint on getting your facts I would advise if you are ever at sea as to where you should apply first, try the nearest newspaper office. This you will find particularly valuable if you are away from home. There is a fraternity among newspaper writers that makes them always ready to assist. In some cases you will find they can give the information you want first hand. If they cannot they are sure to be able to tell you whom to see and how to go about it. I have used this plan many times and have never known it to fail of being of assistance.

Now as to the writing of the story, I will speak of only one or two points. For newspaper articles make your language as simple and as clear as possible. The great mass of newspaper readers have no taste for fine writing. The main thing is they want to understand what they are reading without any special mental effort.

The second point is to tell your story in as condensed a form as possible. A long article scares off great numbers of readers. They tell a story of a former editor of the Mail since departed. A reporter came rushing in one night all excitement with a tremendous story, he said. "How much does it make?" asked the editor. "A column and a half." "Oh, cut it to half a column," and he added, "There are only two events that are worth a column in this paper and I don't expect to live to see either of them. One is the end of the world, and the other is the return of the Conservative party to power."

Just one other point. Be sure your article opens in a way that will command the interest of the reader, if possible with the most striking fact or incident in your whole story. The reason is that the newspaper reader is a flightly creature. If you don't interest him right off the reel so to speak, he will pass in to the next article or the next page and he will never come back to your article. As a rule he goes through the paper once and no more. There is no second

chance to interest him. And so you have to build your story so that it commands immediate attention and leads the reader on from one fact to another, generally in a descending order of interest until you have given him all he will stand.

Herein lies the difference between public speaking and newspaper writing, and possibly explains why few newspaper writers are good speakers. When a speaker gets an audience in front of him they generally have to stay there until he gets finished. If he is long winded they simply have to sit and endure it. And generally a really effective speaker saves his best passage to the end, so that he can finish up with a climax, peroration we call it, and get applause as he sits down. His audience has to wait. Not so with the newspaper writer. He can't afford to save his best for a peroration. The chances are 100 to 1 his readers will never get to it if what goes before is not of surpassing interest. If he knows his business he puts his best at the beginning.

Correspondence

The columns of this department are open for the discussion of all subjects related to the printing or publishing business. This is YOUR department and the editors cordially invite you to use it for the expression of your views on matters of interest to the craft.

Anonymous Letters

February 2, 1912.

To the Editor:

In your February number I notice an article by Mr. Victor Lauriston drawing attention to the fact that the Windsor *Record* and the London *Free Press* will henceforth publish letters to the editor only over the signature of the writer.

We have followed this rule on the Brockville *Times* for the past six years and more and would not revert to the old custom under any circumstances. We had no trouble whatever in establishing the rule and we have been saved endless trouble and annoyance by adopting it.

For instance, *"Pro Bono Publico," "Ratepayer," "Old Subscriber," "Constant Reader,"* or some other of the old familiar family enters the sanctum with a letter criticising someone or something and the conversation runs somewhat in this fashion:—

Pro Bono Publico.—"Good morning: (Confidentially.) I've a letter here I would like you to publish."

Editor.—"Certainly. Let me have a look at it. . . . . Yes, that's a good letter. It's most gratifying to find that our leading citizens are taking so much interest in public affairs. It's a pity that there are not more public-spirited men like yourself. We'll use the letter to-morrow. By the way, you might just sign your name here at the bottom of the letter."

Pro Bono Publico.—"But look here: you don't want to publish my name, do you?"

Editor.—"Certainly: why not? The letter's all right, isn't it?"

Pro Bono Publico (with some asperity).—"Why' of course it is! Do you think I'd write it if it wasn't? But I don't want my name published. You see I'm in business, and I don't want to stir up any feeling on this matter because it might hurt my trade."

Editor.—"But, my dear sir, we also are in trade and have sensitive business feelings. Why should we shoulder your responsibilities? When we publish editorial articles everyone knows who writes them and who is the responsible author. It is quite enough to bear that burden without carrying yours also. We do not wish to antagonize our business patrons any more than you do. Moreover, are you not aware that it is our strict rule to publish no letters to the Editor except over the writer's own name? See: here is the notice printed daily in the publisher's announcement:—

"The Brockville *Times* will publish letters on public matters only over the name of the author."

Come, now: Let us publish the letter over your name! It carries so much more weight with the public than a mere newspaper editorial!"

Pro Bono Publico.—"No, I don't think I will. I can't afford to take any risks. Business is cut too fine nowadays. (Coldly.) Good Morning!"

Editor.—(*genially*).—"Well, good morning. Sorry you won't let us use that letter, though!"

And exit *"Pro Bono Publico,"* impervious to flattery and inclined to be rather hostile and resentful because the Editor wanted to have him sign his name to his own letter! What are newspapers for if not for the purpose of airing the grievances and fighting the battles of other people?

Occasionally, however the jaded Editor is visited by a man who has plenty of red blood and who, when asked to sign his letter for publication, stiffens up his spinal column and says, "Sure, I will! I'm not ashamed of my opinions! Hand it over here!" Whereat the Editor beams upon him as a man and a brother and the Noblest Work of God.

As Mr. Lauriston says, the publishing of letters boldly over a man's signature is a good English custom and characteristic of the national sturdy independence. It would be a good custom to follow in Canada, and assuredly, as I can testify by six years actual experience, it is a blessing to the newspaper editor.

Yours truly,

A. T. WILGRESS.

Times Office, Brockville, Ont.

The Side-Line Drummer

February 2, 1912.

To the Editor:

I like the journal you are giving us. It helps boost along the cost account system, and it is the answer to the printers' prosperity problem, all right. But it is the city shop that needs the converting, for it rules the price roost everywhere and all the time. And if you could exterminate the pest of the business, to wit, the side-line printing drummer, you would confer an untold blessing. There's nothing on the face of the green earth that these people won't do to land an order.

Fraternally yours,

E. G. HAND.

Citizen Office, Cobalt, Ont.

Eastern Canada Printers Hold Their First Cost Congress

THE need of a cost system in every printing plant in Canada, the adaptability to varying conditions of the principles embodied in the standard system and the value of co-operation and organization were the points of main emphasis at the first Eastern Canada Cost Congress, held in Toronto on February 22 and 23.

The advance arrangements for the congress were almost perfect. The programme gave promise of a convention that in point of interest and practical value to printers has hitherto been unequalled. Neither effort nor money were spared in advertising the congress to every printer and publisher in Eastern Canada, and the large banquet hall in the King Edward Hotel was engaged in order to provide comfortably and amid suitable surroundings for the large gathering that was expected.

But one point was overooked by the arrangement committee. No effort was made to secure in advance the co-operation of the weather man. The seriousness of the oversight was made evident on the day preceding the one on which the congress convened, when the worst blizzard that has struck Ontario in many years commenced to blow. At six o'clock railroad traffic throughout the whole province was practically at a standstill, and the storm continued throughout the whole night and part of the following day.

Quite early on the morning of the opening session a deluge of telegrams from out-of-town speakers and delegates to the congress secretaries commenced. "I left Owen Sound at three o'clock yesterday afternoon, and this morning am at Shelburne, and likely to be here for some time," was the tenor of a message from James H. Rutherford, who was to have replied to the address of welcome to out-of-town printers. George Hough Perry, of New York, who also was scheduled to speak at the opening session wired that his train also was tied up behind a snow drift. Other telegrams showed that printers were stalled all over the province, and made it evident that the opening session would have a very slim attendance.

At 10 o'clock, the hour set for the opening of the congress, only 50 printers were assembled in the convention hall. So it was decided to hold the formal opening only, and then adjourn until the afternoon. At 10.30 A. Macoomb, of the Bryant Press, Toronto, called the congress to order by a strike of the silver-mounted gavel, presented for this purpose by the Toronto Type Foundry Co., Limited, and asked Right Rev. Bishop Sweeney to pronounce the invocation. His prayer was as follows:

"O Lord God, fountain of all wisdom and giver of life and understanding to man; we humbly beseech Thee with Thy favor to behold the members of this congress now assembled. Bestow upon them wisdom, and give them a right judgment in all things. Prosper their consultations and use their calling for the advancement of Thy glory and the welfare of their fellow men. To Thee, O Lord, we commend this gathering asking for it guidance and sincerity of purpose; cast out all mean desires and unworthy motives; cleanse all thoughts and uplift all minds and make those present to consider all things deligently and in singleness of heart to Thy honor, through Jesus Christ, our Lord."



A. MACOOMB
CHAIRMAN



JOHN M. IMRIE
SECRETARY



H. L. ROUS
VICE-CHAIRMAN



C. B. AMES
SECRETARY

THE OFFICERS OF THE FIRST EASTERN CANADA COST CONGRESS

G. Reginald Geary, Mayor of Toronto, welcomed the few out-of-town printers who were assembled. He said the printers from Quebec would not mind the storm for they are accustomed to such weather. He assured all that it is not often Toronto has such a storm, and hoped they would come back again when the weather conditions were more favorable.

The chairman called upon David Williams, of the Collingwood *Bulletin,* to reply to Mayor Geary's address. Mr. Williams said he was reminded of the young husband who, when called upon to make a speech at the breakfast served after his wedding moved his hand nervously toward his bride and said: "This thing has suddenly been thrust upon me." He thanked Mayor Geary for his kind welcome, and the printers of Toronto, who he felt sure from past experience, would prove good hosts.

The election of a permanent chairman, vice-president and secretaries was now proceeded with, and at the motion of Atwell Fleming, of Atwell Fleming Printing Co., of Toronto, the temporary officers were made the permanent ones. In other words, A. Macoomb was elected president, H. L. Rous, vice-president; Chester B. Ames and John M. Imrie, joint secretaries.

After the election of permanent officers, the congress adjourned until 2 p.m., and in the interval several trains reached the city. The one from Montreal brought 20 printers of that city and several from intermediate points. About 20 members of the craft in Ottawa came on the train from the Capital City, and others from various points of the province on other trains. The Hamilton printers arrived early in the afternoon after spending seven hours on their 38-mile journey.

"Has anybody here seen Ellick?" was the cry on the lips of the secretaries at the opening of the morning session on the second day of the congress. F. J. Ellick, of Omaha, Neb., was to have given at this session a demonstration of the Standard Uniform Cost Finding System, but he had not arrived, nor had any message been received from him. Soon a wire came to the effect that he was tied up at Flint, Mich., and it was not until 1 p.m. that he reached Toronto. The trip from Chicago had taken 50 hours! A special session was held on the Friday evening in order that he might have plenty of time in which to deliver his message.

But the blizzard did more than *delay* many printers in their efforts to reach Toronto. Many trains were cancelled altogether, and many printers found it physically impossible to attend the congress. For example, the train that left Owen Sound at 3 p.m. on Wednesday, February 21, reached Toronto at 7 a.m. Friday, February 23- two hours after the congress should have adjourned. The half-dozen or more printers on it, realizing their inability to reach Toronto in time to attend the congress, came no further than Shelburne, and then began to return by the first north-bound train.

But despite the blizzard, the attendance was excellent. When the second session opened about 150 were present, and by the time it adjourned the number was increased to 250. Many more arrived late Thursday evening, and the total registration was in the neighborhood of 350. The names of all delegates who registered up to six o'clock on the opening day of the congress were printed in a four-page "Special Edition of *Printer and Publisher*" that was distributed early the following morning.

Many out-of-town delegates were accompanied by ladies, for whom suitable entertainment was provided by a committee in charge of Mr. and Mrs. Douglas Murray, of Toronto. Mrs. Murray's services in this connection were recognized by the congress in the presentation of a beautiful bouquet of roses.

Two speakers in addition to Mr. Rutherford were unable to attend the congress. John Clyde Oswald, of New York, and J. Stearns Cushing, of Norwood, Mass., were "under the weather," but sent excellent papers that were read by C. B. Ames and H. P. Porter respectively. These changes and the inability of other speakers to reach Toronto at the time set for their addresses made necessary an entire rearrangement of the programme. The various addresses were given in the following order:

Thursday afternoon.—"The Cost of Handling Stock," by R. J. Hausauer, Hausauer-Jones Co., Buffalo; "Are You—the Boss—on the Payroll?" by H. P. Moore, Acton *Free Press;* "Organization," by Henry P. Porter, Oxford Print, Boston; "How a Cost System Assists in Making Prices," by Matthew Esdale, Esdale Press, Ottawa

Thursday evening (banquet).—"Trade Schools," by Charles S. J. Phillips, Morton-Phillips Co., Montreal; "The Printer as an Advertiser," by George Hough Perry, of New York.

Friday morning.—"Efficiency," by F. H. Dobbin, Peterborough *Review;* "The Work of the United Typothetae of America," by J. Stearns Cushing, president U. T. A. (read by Mr. Porter in Mr. Cushing's absence); "What Co-operation, Organization and the Cost System Have Accomplished for the Printers of United States," by J. Clyde Oswald, New York (read, in Mr. Oswald's absence, by Mr. Ames); "Is a Cost System Necessary in the Government Printing Office?" by Fred J. Boardman, Superintendent of Printing, Government Printing Bureau, Ottawa.

Friday afternoon.—"Depreciation," by George H. Saults, Saults & Pollard, Limited, Winnipeg; "Is a Cost System Necessary in a Small Office?" by Hal. B. Donly, Simcoe *Reformer;* "Applying the Standard Uniform Cost Finding System to the Combined Weekly Newspaper and Job Plants of Canada," by John M. Imrie, manager *Printer and Publisher.*

Friday evening.—"Is a Cost System necessary in a Large Office?" by R. T. McLean, R. G. McLean's, Toronto; "Demonstration of Standard Uniform Cost Finding System," by F. J. Ellick, Omaha, Neb.

Many of the addresses were followed by instructive, and at times almost heated discussions. These discussions made the messages of the speakers clearer in their application to different types of plant and varying conditions. All the addresses but five, and the discussions that followed them are printed on the following pages. Every word in them and in the addresses by R. T. McLean, H. B. Donly, Fred. Boardman, John M. Imrie and F. J. Ellick that will be given in our April number, should be read by every printer and publisher in Canada. Thus the influence of the congress will be broadened and the road to improved conditions in the trade as a whole made easier.

The Cost of Handling Stock

By R. J. Hausauer

Of Hausauer-Jones Co., Buffalo

IN our local association at Buffalo all members have cost systems. That means that there are approximately thirty cost systems in Buffalo, and yet I have been able to find but one (and that not the one in our establishment) which enabled the proprietor to say, without any ifs or ands, that handling stock in his establishment cost so-and-so much money. Several have supplied me with figures that have enabled me to work out a conclusion, but only one had arrived at a correctly acquired conclusion of his own. This is not because the cost systems in operation in Buffalo are indifferently maintained, or that they are below the average. In fact, I believe the contarary to be the case. Had I asked for the same information regarding composition, presswork or binding I would have had a prompt and decisive answer. It seems, rather, that stock handling is the fag-end of cost systems. We have all been so intent on arriving at the cost of composition, presswork and binding that we have not carried our cost systems to their logical conclusion, and have not made them provide a satisfactory answer to the question: "What does it cost to handle stock?" It shall be my endeavor to show you the necessity of answering that question as it applies to your individual case; how to acquire the information which will enable you to answer and how to use that information so as to get back all that it costs you to handle stock.

Let us attempt a definition of stock handling, so as to fix in our minds how much, or how little, should be included under that heading.

The term "stock handling," as used in the printing business, signifies the processes of purchasing and receiving, the preparation, care of and responsibility for, all stock used in the printing business, and includes within its scope every operation, mental and physical, which has to do with stock, from the time of its selection to the time such stock is converted into a finished, or partly finished, product of a printing shop.

For the purpose of this discussion I shall confine myself to a consideration of paper stock only, because of its preponderating importance to all printers; because to consider the entire subject would unnecessarily lengthen and complicate the subject, and, finally, because of an admitted lack of satisfactory data upon which to form a conclusion regarding the cost of handling other stock than paper. Any decision relative to the handling of paper which can be accepted generally by printers can be safely made to include other merchandise and raw material, until more advanced ideas and greater experience suggest some better method. Neither have I considered it advisable to touch upon the efficiency questions related to stock handling, but to confine myself entirely to the question of how best we can determine the cost of handling paper and the procedure best calculated to return to us as printers a profit on this feature of our business.

Does stock handling cost anything?

Just let us take time enough to trace an imaginary lot of paper from the time the printer becomes acquainted with it until he has placed the imprint of type upon it and converted it from raw paper to presswork.

1. The salesman brings in the data relative to a job and explains that the prospective customer seemed very particular to secure a very light weight of coated paper, of a high finish and, although he had spent *considerable time* showing him his line of samples, he seemed unable to find anything to suit or quite match the sample the customer had torn from a catalogue.

2. The proprietor or superintendent takes up the paper question and, *after some search,* finds just the article wanted, advertised by a manufacturer, but not carried in stock locally.

3. The estimator, *after securing quotations* on this paper, figures the job, incidentally providing for just half the amount really required.

4. A *letter is written* requesting a sheet of the paper for purposes of submission to the customer.

5. The sheet is sent into the bindery and *a dummy* is made.

6. Again the *salesman calls* on the customer and submits his quotation and dummy, and in this case secures the order.

7. A *requisition* is made and forwarded to the paper jobber.

(Note the necessity of specially printed paper requisitions).

About a week prior to the stipulated time for the delivery of the job, the paper has not arrived:

8. A *letter is written.*

9. Two days later, no reply having been received, a *telegraphic dispatch* is sent.

Finally the paper is received:

10. *Freight* and *cartage are paid,* and the paper out there on the sidewalk is ours.

11. The *stock man* or *porter* begins to truck it into the building.

But it has begun to rain, and there is immediate danger of damage to the paper.

12. Two expensive *presses are stopped.*

13. The *feeders are dispatched* to help with the hauling of paper until it is under shelter.

14. The paper is then placed in the *storeroom* until needed.

15. The *stock clerk now checks* the stock for quantity and quality.

16. He enters the result into *a book* provided for the purpose.

17. Two or three days prior to the time the paper is to be used *it is brought to the press room floor, and opened.*

18. It is now found that the paper is not square and *needs trimming* before printing.

At about this time the estimator's mistake is discovered, and the whole procedure is repeated. The second lot of paper arrives just in the nick of time, and is clapped on the press, green and unseasoned and, of course, shrinks, causing a greater percentage of spoilage than had been estimated.

19. Meanwhile the *accounting office* has entered the paper invoice, freight and cartage charges, and posted them to the ledger, and on the 10th of the month following *pays the paper account.*

20. The *cost clerk* enters the paper invoice on to the individual cost ticket.

21. The account is billed, and the customer *claims his shortage allowance* because of the excessive spoilage.

22. After sixty days the account is paid, and you walk into the bank to take up the note upon which *you have been paying interest.*

I have droned through this weary list, at the risk of boring you, in order to answer the question: "Does it cost anything to handle paper?" Of course, this imaginary example is the exceptional case, perhaps it is exaggerated, but I challenge you to deny that all of the 22 items of expense are incurred at some time on some jobs, or to deny that most of them are being incurred daily on all paper which you handle.

If we analyze this list of 22 items of expense incident to handling paper and classify them into groups, we find six of them are of a kind for which we pay out direct wages, i.e.:

Nos. 11 and 17—The porter or stock man.

No. 13—The feeders who help the stock man.

Nos. 15 and 16—The stock clerk (or whoever performs his duties).

No. 18—The man who squares the paper.

We find that three of them are departmental expenses, i.e.:

No. 8—Printed stock requisitions.

No. 14—Storage (which includes rent, heat and light).

No. 22—Interest on investment.

There are also additional departmental expenses represented in the paper requisition, cutting instruction ticket, stock record books and the cutting machine used in squaring sheets and cutting up for press.

Two of the list of 22 items are expenses incurred by other departments:

No. 5—Bindery expense in making dummies, and

No. 12—The delayed presses.

All the remaining items, 12 in number, are expenses incurred by the "front office":

Nos. 1 to 4—Including time spent by salesman, proprietor, estimator and stenographer.

Nos. 6 to 10—Including clerk hire, postage and telegraph charges.

Nos. 19 to 21—Including time spent by bookkeeper and cost clerk, and loss due to shortage.

I hope that I have now demonstrated to your satisfaction that stock handling does cost money, not the Chinese kind, with a hole in it, but real coin of the realm.

But how much money does it cost? What is the aggregate sum that is yearly being put into the handling of paper? That question must be answered by your cost system, and it will be answered convincingly if your cost system is faithfully kept.

I know that many of you have cost systems, and I see by the programme that a later speaker is going to demonstrate the workings of the Standard Cost Finding System. Before this congress has been terminated all should be familiar with the principles of scientific cost finding. Your cost system should make provision for a stock handling department, just as it does for your composing department and your press department, and the same general principles should be applied in keeping stock handling records. There are just a few peculiarities about the stock handling cost records that I desire to point out to you.

You will find it a difficult matter to get accurate records of the exact amount of wages you pay out for stock handling, because very many different persons may devote some of their time to handling stock, without realizing that they are doing something of which they should keep a record. This is particularly so in the smaller shops in which the pressman, or a compositor, or perhaps the proprietor himself, does many of the things which constitute stock handling. It is also true that very many of the acts which a man performs are apparently so trifling, and have become so a matter of course, that it seems hardly worth while, at the time, to make a record of it on a time slip. Yet, this must be conscientiously done or your record of the wages expended in this department will be incomplete and your result lower than your actual cost.

In every other productive department the workman is required to put the name, or job number, of each job upon which he works, next to his record of time spent on that job. In stock handling this is not necessary, as a record of the hours spent on each job is not essential. In fact, the only reason for keeping time at all is to enable the cost clerk to compute the amount of wages to be assessed against stock handling. The idea in this case is to get the total expense, not the cost per hour. For a while it seemed to me desirable to get the cost per hour on stock handling, but I found it impractical. Because of the difficulty of getting the men who worked in this department to put down the job number on all the little tasks connected with handling stock we found very few productive hours and much apparently idle time which in reality was not idle time. This caused our hour costs to mount up to the preposterous average of $2.47. Now, as you and I know, it is very difficult for an estimator to foresee how much time it will take to handle stock and, consequently, whenever the estimate was too low we lost to the extent of $2.47 per hour, and on the other hand, if figured too high, we lost the job. In the same manner every time that it took longer to handle some particular lot of paper because of peculiar and unforeseen conditions, our costs on that job mounted upward at the rate of $2.47 for each extra hour spent, and it was utterly impossible to charge enough for that particular job to get our money back. This created a form of leakage which we have since corrected, as I will explain later.

I am somewhat in doubt as to that recommendations to make regarding the treatment of the cutting machine in the small shop, or that cutting machine time in large shops which is occasioned by cutting up raw stock. My conclusion is that the stock handling department should bear its proper share of this burden. Take our own establishment, for example: We have cutting machinery located in the bindery, which is kept quite busy continually cutting up printed work. Frequently a large, 60-inch, 20th Century cutting machine, located on the pressroom floor, is pressed into service on the same kind of work, but

the greater proportion of the time of this machine and its operator is spent in cutting up raw stock for the presses, squaring sheets, etc. I have hinted at the fact that this machine was large and of an expensive make, whereas those in the bindery are smaller and less expensive. The less expensive machines do the cutting up of printed sheets quite as well as the larger and more expensive machine, but the latter is none too good for the more exacting requirements of cutting and trimming raw stock for subsequent printing.

Why, then, if the machine is employed in handling stock, and the very type of machine is dictated by the requirements of this class of work, should it not be considered as a proper charge against the stock handled?

So, also, in the small plant where only one cutting machine is used to cut up both raw stock and finished product, and is kept busy but a fraction of its time, I believe a portion of this machine commensurate with its use in handling raw paper should be charged to the stock handling department. Many printers handle this question by determining an hour cost for cutting. This plan is unobjectionable where cutting machinery is kept busy, but in the small shop and in case such as I have referred to in our own establishment the hour cost on a cutting machine will run well up to $2 an hour, because of the great amount of idle time and lost time by failure to keep accurate records. It is a serious question in my mind whether an estimator will have the nerve to charge that much into his estimates, although it is very plain that every time he fails to do so he will lose for his firm about thirty cents for every little ten-minute item of cutting he overlooks.

At the recent cost congress held in Philadelphia, it was recommended that the stock handling department bear its share of the office expense in the ratio which the cost of the stock handling department bore to the cost of the other productive departments. This merely means that if the total expense of all the departments was $10,000.00, and that of the stock handling department $1,000.00, the stock handling department's share of the office expense should be one-tenth.

That a recommendation of this kind should have been deemed necessary at this time only bears out my statement that stock handling has been the fag-end of cost system work.

Think back a moment to the history of the imaginary lot of paper I described earlier. Out of 22 items of cost, 12 of them were incurred by the office. I can give you no more convincing reason than this for inlcuding, as a part of your stock handling cost, a fair share of the office expense.

Having considered the peculiarities of stock handling records let me now give you a single set of figures showing a year's cost of handling stock in our establishment:

Inventory of Stock Handling Department.

Stock on hand	$ 410.00
One-half of value of 20th Century cutting machine	575.79
12 carts and rolling platforms	48.00
2 freight trucks	12.00
One-half value of cutting table	15.10
1 nail puller	1.00
Stock room partitions and shelves	47 50
	$1,109.39

Cost of Stock Handling from Oct. 1, 1910, to Sept. 31, 1911.

Interest on $1,109.39 for one year	$ 66.56
Interest on average monthly paper purchases for 60 days	7.63
Depreciation on $1,109.39	110.94
Insurance on $1,109.39	20.86
Insurance on average monthly paper purchases	14.35
Pay roll	1,050.82
Rent	252.86
Heat, light and water	108.56
Department expense	8.27
Department repairs	13.50
Power	46.57
Total department cost	$1,700.72
Distribution of office expense	785.52
Total stock handling cost	$2,486.24

Let us all suppose that we have faithfully kept a record of all the items of expense entering into the cost of handling paper for one year, and each of us has convinced himself that a definite sum—in my case $2,486.24—has been expended, directly and solely because of the paper which has passed through his establishment. To what use are you going to put this information? As a bit of information to satsfy curiosity it is not worth the trouble and expense of securing. The question almost answers itself. You are going to get your money back. But how?

There is a diversity of opinion as to how this can be best accomplished.

The Committee on Resolutions at the Middle Atlantic States Cost Congress presented the following resolution:

"That stock handling, storage and shipping shall be kept as a separate department and included as an item of general overhead, to be distributed over the several departments of the business. That stock used, and outside purchases for orders, shall be kept as separate departments in the same manner as are other departments of the business, and the necessary percentage of overhead must be added to the delivered price at the plant, and profit added to this amount."

This seems ambiguous, and the real intent of the resolution is not clear. The first part of the resolution advocates making of stock handling on overhead burden "to be distributed over the several departments." The second part seems to advocate adding "a percentage to the delivered price" of merchandise to take care of this same overhead. To do both would be to provide for twice the cost of stock handling and, while that would be preferable to making no provision whatever, it is probably not what the framers of the resolution had in mind. Inasmuch as there is a possibility that the resolution did intend to make of stock handling an overhead burden to be distributed over the productive departments, I think it well to discuss that plan briefly, particularly as I know it has found favor in many large institutions in the United States.

If this plan were adopted it would mean that the cost of handling stock would be swallowed up as a general overhead burden and, together with office expense and shipping expense would be distributed over, and added to, the expense of the productive departments, such as composition, presswork and binding.

On the other hand, in an address before this same congress, Mr. Finlay, a pioneer in cost system work, a student of the subject and a collaborator with committees who have given us the standard cost system, advised a ten per cent. addition to the price of paper to cover the cost of handling. One method

makes of cost handling a burden; the other makes stock handling a profit-producing department. The question is fairly debatable, and I have not had the opportunity of hearing the reasons which prompted the resolution presented to the Philadelphia cost congress which, by the way, did not adopt the resolution, but turned it over to the permanent committee for further consideration. I advocate the latter method. Let me point out what I consider to be objections to the plan of making of stock handling an overhead charge.

In the first place, you must understand that, if you make your pressroom, composing room and bindery bear the cost of stock handling, it will have the effect of raising the cost per hour somewhat in each of these departments. For example, if the $2,486.24, which we found it cost us to handle stock, were distributed over the productive departments it would have raised our composition cost 4c. per hour, our cylinder pressroom cost 8c. per hour, our job press cost 3s. per hour, and hand bindery cost 1c. per hour, and other departments proportionately. The cost of composition per hour in our establishment is already perilously near the $1.20 mark, and the average cost in the city of Buffalo is over $1.30 per hour. The prevailing selling price of composition in our city is now $1.25 among cost system houses and should be raised to between $1.50 and $1.60 per hour if the average printer is to make a profit of 20 per cent. on his sales. It is already sufficiently difficult to convince the printer who has no cost system—to say nothing of the consumer—that this price is justifiable and necessary. It is, however, easy to convince both printer and consumer that a fair percentage should be added to the value of raw material to cover the cost of handling.

Look at it from another angle: Let us assume you have planned to get back $1,000 of your stock handling expense by adding 10c. to each of 10,000 hours of composition time which you expect to sell next year. Suppose, however, you sell only 8,000 hours and yet handle the same amount of paper. You will then have lost $200.

The plan under consideration would load some departments unjustly and to their detriment from a competitive point of view. This is well illustrated in the case of a plant having a photo-engraving department, in which the cost of handling stock is probably very light. If the hour cost for making half tones and zinc etchings is loaded with additional expense, due to handling paper, it cannot be expected to successfully compete with the independent engraver who has little stock handling expense.

Finally, this method is misleading to the management of a business, which should be the last accusation to be lodged against any cost system. The employing printer is usually a busy man. He has a right to expect a cost system to give him information in terms that will enable him to use that information. When he looks at the last line on the final blank in his system and reads "Composition, $1.20," or "Cylinder presswork, $2.00," those words should tell him a convincing and truthful story. If, however, he has subconsciously in mind that concealed among those figures is a mass of extraneous expense he will hesitate to take such action as might otherwise become his imperative duty. For example, suppose that it cost him to handle a certain amount of stock this year 25 per cent. more than the handling of the same amount of stock cost him a year ago. How would he find it out? The increased cost of stock handling might be offset by greater efficiency in composition, presswork, etc. His cost system would flash no signal of danger before his eyes in unmistakable fashion. On the contrary, to find the facts he would have to dig into the byways of his records or remain in ignorance of the fact that his efficiency last year was superior to that of to-day.

If, however, we take the opposite view of the case and think of our stock handling as a productive department, instead of a burden, I believe all of these objections will disappear and some opportunities for profit will become apparent, which heretofore have not been sufficiently appreciated.

In the figures which I previously cited, the total expense of handling stock was shown to be $2,486.24. During the twelve months covered by these figures we purchased, for use during the year, paper to the value of only $9,157.29. But there was furnished to us by the customer paper worth $21,186.05—our plant being largely engaged in periodical printing, the paper for which is supplied. The total amount of paper handled was $30,343.34. I see no way of avoiding the logical conclusion that it cost us to handle paper 8 2-10 per cent. of the total value of the paper handled. It is clear that had a percentage of 8 2-10 per cent. been added to the value of each lot of paper which passed through our establishment we would have covered to a penny the cost of handling.

In the expected course of next year's business we shall handle about the same amount of paper at about the same expense, and in that event we can use this percentage with a feeling of assurance that our costs are being covered. If, however, there should be an increase in the total value of paper handled, and a consequent increase in cost, the same percentage on the added amount of paper handled will quite certainly reimburse us, and vice versa in the event of there being less paper handled.

At the end of each month, or quarter, or year, the exact percentage of cost to value of paper can be determined anew, and the variation in results so determined will prove an accurate barometer of the efficiency of the stock handling methods, which prevail in your establishment.

In this case there is no ambiguity in the hour costs shown in the various departments by your cost system, and the proprietor who finds his composition cost too high can proceed to correct the evil, secure in the knowledge that his cost system has told him correctly the exact cost of his *composition*—not the cost of composition plus the cost of this, that, or something else.

Last, but not least, you must consider the consumer. You are asking him to pay fifty per cent., and in some cases one hundred per cent. more for his printing than he has paid for it in the very recent past, because you really need it to insure to you a modest profit. You must be prepared to justify your position if challenged, and there is nothing more reasonable —more easily understood to the lay mind —than that it costs you a definite sum to handle your raw material and that, therefore, you must add a percentage to the value of the paper that you buy for his account, or that he furnishes to you.

If you decide to provide for the cost of stock handling by adding a percentage to the delivered price of raw merchandise, let me warn you against using any figures which may be given you as the result of the experience of someone else. The problem is different in every shop, and you cannot safely take any conclusions I may give you as a basis for figuring your costs.

I consider 8 2-10 per cent. such a low finding of cost for stock handling in our office that I shall not use it in estimating, but intend using 10 per cent. instead. If you will look back over the figures which go to make up our costs you will find the expense and repair items absurdly small, i.e., $21.57. While they are given exactly as they were it is unlikely that we shall fare as well another year. In fact, during the past month we have had to spend $83.00 in carpenter and mason work to effect improvements in our stock handling facilities. Then too, our shop is peculiarly advantageously situated with respect to stock handling, there being almost no necessity for elevating stock, and the minimum necessity for trucking.

In one establishment I found the stock handling cost to have been 12 1-2 per cent., in another about 9 1-2 per cent. From the available figures I should judge the average in Buffalo to be over, rather than under, 10 per cent.

My advice to you would be to determine your costs each for himself, having in mind that a cost of under 10 per cent. is a matter for congratulation, and a cost of over 10 per cent. a matter for investigation and possible improvement.

While it is important that the best method of charging for stock handling be selected, it is of far more importance that each and every printer follow the same procedure. In making our estimates we are all inclined to keep too much in mind the probabilities of the estimate of the other fellow. If we suspect that he does not add a percentage to the value of his stock to cover handling we are tempted to leave it out of our estimates, forgetting, or ignoring, the fact that he covers the matter in another way.

So far we have considered only the problem of getting back the cost of handling stock, and have left untouched the matter of profit. You will find many among your customers who will seriously contend that you are not entitled to a profit on stock. They argue that you are not in the paper business and that your profit should be on your labor. The question is almost too purile to merit the time of discussion. To accept this point of view is to sink our craft to the plane of the padrone, who sells to his patron the services of his gang of unskilled laborers to dig and haul.

We are both merchants and manufacturers who deal in finished products and, as such, are entitled to a profit on the whole cost of that product. What matters it to the consumer whether we charge no profit on paper and more on labor, or some profit on paper and less on labor. And yet it matters greatly to us. Stock is the only certain element in our business. All the rest is guess. To consider for one moment the elimination of our profit on stock is to sacrifice our only opportunity for a certain profit—the kind of profit that has made other industries profitable, and the absence of which has prevented the printing business from being equally profitable.

I should feel that I had left you without the most potent message I could bring if I closed without a word regarding the relations of the paper supply houses to the printer. It is time that these gentlemen should be brought to a realization of the situation. The printing office is the medium through which practically all the paper which they handle reaches the public. By far the major portion of that paper is bought and paid for by the printer. A vast purchasing power is hereby created, the potency of which is at present rendered ineffective because of lack of cohesion. One of two things are inevitable: Either these two elements will recognize their dependence one upon the other and will work in harmony, to their mutual advantage, or the vast purchasing power that lies with the printing industry will assert itself to secure such concessions as are absolutely necessary to its welfare. I do not mean that printers are charged too much for paper, but I do mean that printers are entitled to a differential which would enable them to buy paper at a substantially lower rate than others. In the past it has been no uncommon thing for a customer to supply the paper upon which his catalogue is to be printed. Why should the customer wish to do this? For one reason, and for that one reason only: To deprive the printer of his profit and possibly of his legitimate handling charge.

When the situation is presented to the paper jobber he usually takes the position that there is nothing to prevent the printer adding his handling charge and profit in his estimate, whereas, if he declined to sell the consumer he might lose the business to some outside jobber. This is merely begging the question. That the customer finds it to his advantage to buy his own paper demonstrates the fact, which in reality needs little demonstrating, that there are plenty of printers who, through ignorance or because of limited credit, encourage this practice and print the paper without adding either handling charge or profit. As long as this is ignorance, through lack of enlightenment, it is pitiable and to be not harshly dealt with, but when it is continued, despite the fact that the means of enlightenment is being almost forced on all printers it becomes a menace to our vocation, and the printers who practice it are veritable cankers, eating into the very vitals of our business, and need to be eliminated by the most direct and effective methods.

The supply houses should be the first to recognize this fact, to see that in the increased prosperity of the printer lies their hope of a future increased measure of success. Their place in this fight which printers are making is on the firing line, not blowing a horn, but lending a hand in making effective those corrective measures which we seek to introduce in matters that relate to them.

In Buffalo we have an agreement with all the paper supply houses which practically makes it impossible for the consumer to buy paper except at an advance of 25 per cent. over the prices charged to printers. The details of this agreement I will gladly give to any who are interested. I have the permission of both parties to this agreement to state that it is working out satisfactorily to both the paper jobbers and the printers.

Discussion on Mr. Hausauer's Paper

Mr. Hausauer's paper aroused an animated and instructive discussion on the cost of handling paper under various conditions.

H. L. Rous, of Rous & Mann, Ltd., Toronto, asked whether it was not proper to charge direct to the job the time that was spent trimming and cutting it. Mr. Hausauer said he had tried this plan without success, but publication work is the chief feature of his plant.

Chester B. Ames, manager of the Toronto Printers' Board of Trade, said the members of that body add to the invoice cost of paper to cover cost of handling and profit as follows: Amounts under $50, 33 1-3 per cent.; amounts between $50 and $300, 20 per cent.; amounts over $300, 15 per cent. Henry P. Porter, of Boston, said the printers of that city charge a percentage for cost of handling and another percentage for profit, as follows: On amounts under $100, 20 per cent. plus 10 per cent.; on amounts between $100 and $250, 15 per cent. plus 10 per cent.; on amounts over $250, 10 per cent. plus 10 per cent.

Atwell Fleming, of the Atwell Fleming Printing Co., Toronto, deplored the practice of many printers in regard to the handling of stock that is supplied by the customer. Some urge the customer to pay his own stock, and do not charge one copper for handling it. They forget that it *costs them real money* to handle this customer—money for storage, money for labor, money for trucks. Mr. Fleming said he uses 23 trucks to handle his stock and *knows* it cost him real money.

John M. Imrie, of *Printer and Publisher,* Toronto reminded the proprietors of plants in the villages, towns and small cities that their percentage of cost of handling stock was higher than in the city office, because they could not send around the corner for a ream or two of stock, but must carry a large quantity all the time. He said he thought the cost of handling stock in these offices runs from 10 per cent. to 15 per cent. of the invoice price.

W. J. Watson, of the Oshawa *Vindicator,* said he makes sure of covering his cost of handling stock by adding 20 per cent.

Are You — the Boss — on the Pay Roll?

By H. P. Moore
Publisher of the Acton "Free Press"

PRINTERS everywhere are taking on a new lease of life with a proper understanding of the cost question. Until very recently the benefits derived from the consideration and adoption of adequate and workable cost systems have been confined to the larger printing establishments of the cities and larger towns. To-day, however, the subject is being seriously considered by the smaller print shops and newspaper offices of both town and country, and we in this class are now endeavoring to secure some of the benefits and advantages which have come through the adoption by others of this very sane business method of cost finding, and charging customers fair and reasonably profitable prices for the products of our plants which they buy.

The subject of this paper naturally concerns the small shops where the proprietor is the manager and generally has oversight of his entire office. The larger establishments are usually owned by stock companies and the salaries of president, manager and other officers are fixed by the shareholders.

The programme committee in their appeal to employing printers generally to attend this gathering stated that this first Eastern Canada Cost Congress was intended for the benefit of all classes of printers, small or large, country or city. It is therefore wisdom that some subjects relative to the small offices should be considered, notwithstanding that they have little or no interest for the larger office men.

I venture the statement that in the past the proprietors of small offices generally have drawn no stated salaries. They have merely taken what could be spared, or what was left at the end of the week or month, little or much, according to the contents of the cash drawer.

The reason we smaller men have been dilatory in applying modern business methods to our shops has been well delineated by Messrs. Miller & Richard in their invitation to the proprietors of the smaller shops to attend this Congress, wherein they ask the question: "Why is a printer like an Oyster?" and they proceed to answer and explain in this trenchant paragraph: "Because he is of no use until he has been pried out of his shell. The oyster has a habit of closing up tight at the least sound. On mention of co-operation, or in fact of anything that does not sound like wheels-goin'-round, the average printer seals himself up and waits until that new kind of noise has passed. The printers who do not realize that the new Get-Together-Find-Out-Co-operative way is the Twentieth Century way, will always have long tales of trade abuses and price-cutting by competitors. How, in the name of Ben Franklin, can there be trade abuses until you have defined trade customs, or price-cutting until you have prices based upon modern cost-finding methods."

The conditions prevailing in weekly newspaper and small job offices in the past have usually meant inadequate prices for work executed, and the profits of the business—if any—entirely below the percentage of what any self-respecting business with the investment necessary to operate a printing office, should reasonably aim to secure. This has been the inevitable result of the narrow margin between actual cost of production and the price received.

The proprietor's salary is just as much a part of the cost of production as the wages of the foreman or other employee. Unfortunately for them many proprietors consider all they draw out of their business as profit—but as we consider it under a cost system, the legitimate profits do not commence until after

they have paid themselves a fair remuneration for the services they render.

Many master printers or publishers who say they make $1,000 or $1,200 or $1,500 per year profit out of their business have really made nothing. If they are good competent men and have given their business the management and supervision it demands, the business owes them a substantial allowance for salary. Any man who can publish a weekly newspaper and conduct a job plant in connection, with any degree of success and give satisfaction to his customers, is worth at least $25 a week on salary account.

As already indicated, real profit does not begin until after the boss' salary has a place on the regular pay roll. Profit is what the business makes over and above all cost of operation, including rent, interest, depreciation, and all other legitimate over-head charges, and a fair salary to the proprietor. Measured by this rule, numbers of the smaller businesses are losing money every week.

Under the cost-finding system each hour that is sold—whether for composition, presswork, or whatever else it may be, very properly bears a share of the proprietor's salary. He does not pay his salary out of his profits. His customers pay it in the price they pay for the work his shop produces for them. And they should. The hardwareman, the grocer, the clothier, the shoemaker, and all other business men and manufacturers, add the salary of the proprietor to the cost price before fixing their selling price. This plan having been adopted, the proprietor of the printing house should, at the end of the year, be able to draw a substantial profit out of his business, because of the money he has tied up in his plant; because of the risk he has run through bad debts and other incidental contingencies.

Even despite all the educational work done through the Canadian Press Association, and *Printer and Publisher*, many Ontario master printers and publishers, like the oyster referred to, have, up to this date, neglected to investigate the improved methods suggested, and have gone on working like slaves, with antiquated business methods, and have been getting less real money out of their business than they would receive as foreman working for some other employer.

That worthy trade journal, *The Master Printer*, editorially advises less work and more profit, and says: "That should be the slogan of every small and moderate size printer in business, and of the big ones too. The printer with a moderate sized plant properly equipped with a cost system has a better chance to make a good salary and fair profits than some of his larger competitors. He really makes the prices for the work he needs, and it is his own fault if he gets greedy and takes a low price to keep his competitor from getting it. One printer (a very moderate sized one too, though he might not want to be called small) told the writer that the first year he adopted cost-finding methods he lost almost a third of the volume of his work and was at times badly worried, until at the end of the year he found that with less work he had made more money. Why? That's easy. The jobs which he had lost by raising his price were the one on which he had been losing money and yet they were crowding him into night work and extra expense. Of course, his competitors who got them were to be pitied, but there is hope that they may be influenced by the results to look into the reason and join the procession of those who are in the Twentieth Century way."

A new era will dawn for Canadian printing houses when every master printer and publisher puts himself on the pay roll, and every Saturday afternoon draws his $25 or $30 or $40 or $75 or $100, according as the size of his plant and the volume of his business may warrant. Then prices will be more up to the standard of what they should be, for they will include a share of that hitherto frequently overlooked item of cost—the boss' own salary.

Discussion on Mr. Moore's Paper

E. J. Page, of Sherbrooke, Que., asked how he should divide between salary and profits the $3,000 that he made during a recent year, and if there is any recognized basis of arriving at the employer's salary.

Mr. Moore asked Mr. Imrie to explain the basis that is recommended at the Canadian Press Association's cost conferences. Mr. Imrie said Mr. Donly and he had quite an argument on this point when these cost conferences were first commenced. Mr. Imrie thought $1,800 should be a minimum salary for the man who published a newspaper and conducted a job plant in a town of reasonable size, but Mr. Donley was convinced that this figure was much too high. Soon Mr. Imrie found that few of these publishers were making that amount out of salary and profits combined. So now he recommends $1,200 a year as a minimum salary, yet knows that many draw much less than this amount.

Hal. B. Donly, of the Somcoe *Reformer*, answered Mr. Page's question about the division between salary and profit of the $3,000 he made by telling him he did not *make* $3,000, but made only the difference between that amount and the salary that he should have paid himself. This salary should be paid weekly out of *cost* rather than profit.

Confidence in one's product and service begets an enthusiasm that must break forth into advertising.

The products that are advertised in this number of "Printer and Publisher" are advertised because the men who make or sell them have absolute confidence in them and in the service that goes with them. These are the products and this the kind of service that you can buy with safety and economy.

Organization

By Henry P. Porter

The Oxford Print, Boston

THAT great English philosopher, Herbert Spencer, defined what he termed "the leading kinds of activity, which constitute human life," as folows:—

"First:—those activities which directly minister to self-preservation;

Second:—those activities which, by securing the necessaries of life, indirectly minister to self-preservation;

Third:—those activities which have for their end the rearing and discipline of offspring;

Fourth:—those activities which are involved in the maintenance of proper social and political relations.

Fifth:—those miscellaneous activities which make up the leisure part of life, devoted to the gratification of the tastes and feelings."

Continuing this line of thought in his book entitled "Education," he says, in reference to the first two divisions:—"The actions and precautions by which, from moment to moment, we secure personal safety, must clearly take precedence of all others. . . . And as entire ignorance in all other directions would be less promptly fatal than entire ignorance in this direction, it must be admitted that knowledge immediately conducive to self-preservation is of primary importance.

"That next after direct self-preservation comes the indirect self-preservation which consists in acquiring the means of living, none will question. That a man's industrial functions must be considered before his parental ones, is manifested from the fact that, speaking generally, the discharge of the parental functions is made possible only by the previous discharge of the industrial ones."

Gentlemen, the words of this great English teacher peculiarly apply to the study of Organization which is the subject I am to consider.

All Englishmen, aye, all Anglo-Saxondom hails with joy and abounding pride that notable day, June 15, 1215, seven centuries ago, when, at Runnymede, King John was forced by his organized barons to sign the Bill of Rights, giving to Englishmen their precious Magna Charter. We, who claim citizenship under the Stars and Stripes also hold precious another day, July 4, 1776, the day of the adoption of our Declaration of Independence, the answer of Mother England's organized Colonies to the unjust conditions then prevailing—and you Canadians, our brothers, hold equally dear, if I mistake not, July 1, 1867, the birthday of the Dominion of Canada—wherein your various Provinces were brought together into an organized nationality that you might the better work out the great destiny God has provided for this land.

Each of these world-important events were acts of self-preservation; acts which were only possible because of organization; acts which have meant much to the political, industrial and social development of the world's greatest race; acts which have brought manifold blessings and have conclusively demonstrated, if demonstration was necessary, that organization is indeed beneficial to mankind.

Self-preservation and "indirect self-preservation" as Herbert Spencer calls it, are the centre and circumference of Organization. Nature has decreed that existence must cease without organization, and thus every activity and pursuit of life almost, is intertwined, interlocked and fabricated into a human mesh, and woe to him who would ignore this inexorable rule of life.

Scientists are beginning to affirm that all matter, animal, vegetable, mineral or gaseous is composed of a single uniform substance, and the difference is form, size, shape and color of things, as perceptible to our senses, consists in the variety of the arrangements of their atoms and molecules. For instance, chemical experiments has proved that if one atom or one part of oxygen and two atoms or two parts of hydrogen are combined the resultant compound is water. If, under heat, one part of oxygen and one part of carbon are combined they will produce carbonic oxide which is a poisonous gas; whereas the addition of another atom or part of oxygen will produce carbon dioxide which is a harmless gas. Therefore, if the simple addition of an atom can change a harmless into a poisonous compound; or a poisonous into a harmless one; if we consider the infinitesimal size of the atoms and the innumerable combinations that are possible how impressive is the thought that a Divine Organization rules the universe.

A child is born—it becomes at once an important unit in the home organization. The child's life and development are dependent upon a social organization. It reaches the years of study—and, perforce it must enter the public or private school, a very material educational organization; as the child grows up organization shapes his spiritual welfare for the church of whatever sect to which he becomes identified is the product of and can only exist through organization. The child becomes a man, he adopts certain political beliefs and, helpless to carry them out alone he joins a political party, republican, democrat, liberal or conservative, and through a political organization the measures he advocates are made effective. He starts out to earn his living, if he works for another he soon finds out that organization controls even his daily bread, and if he conducts a business of his own he must have it organized and do business in accordance with established or organized customs.

He lives all the time under an organized political and social condition. Organized laws say "Thou shalt not"—and if he transgresses, organized society exacts a penalty. The welfare of his town or city or province is looked after through organization, government itself is nothing but organization. Consequently, organization is no new thing, but a controlling and vital condition that is older than the world itself and governs most human activities.

Now, if organization is such a potent influence in general human activities—if organization makes human life, human fellowship and human progress possible, is it not equally applicable to the conduct of any given industry?

We, who are assembled here to-day at this Congress, represent an industry that is of most vital importance to our community and our state. The pro-



H. P. PORTER
OF BOSTON



R. T. McLEAN
OF TORONTO



MATTHEW ESDALE
OF OTTAWA

SOME OF THE SPEAKERS AT THE EASTERN CANADA COST CONGRESS

ductions of the printing press are the direct cause of human enlightenment and commercial progress—the printed page has made the pen mightier than the sword and we who are the humble practitioners of this business of printing are engaged in a noble calling that should have the respect and honor of men everywhere.

But, alas! Among men of affairs we sit far from the head of the table—we are indeed permitted to exist but at the sufferance of other industries whose prosperity is largely dependent upon the Printer.

But, gentlemen, you can change that order of affairs, you can bring to a definite reality the hope fluttering in your breasts that this business of printing may yet be an honorable and profitable calling.

How will you do it? Listen!

The great Abraham Lincoln once said, "Let not him who is homeless pull down the house of another, but let him labor diligently to build one for himself!" There is your answer. Instead of complaining at the progress and success of other industries who have builded their commercial structures, instead of fault-finding with the oftentimes almost intolerable conditions existing in the printing business, instead of slurring your brother tradesmen or criticizing his methods or personality, try the new and infinitely better way of building a commercial house of your own—in other words do what Nature herself has indicated you must do—and organize.

This meeting representing, as I understand it, the printers and associated trades of Eastern Canada, suggests to my mind that notable Confederation Conference at Quebec, in October, 1864 when the representatives of the Provinces of Eastern Canada met to consider ways and means for the political and physical union which shortly afterwards resulted in your great Dominion. And it brings to my mind that notable resolution, the first resolution passed on the first day of the Conference, as follows:—

> Resolved:—That the best interests and present and future prosperity of British North America will be promoted by a federal union under the Crown of Great Britain, provided such union can be effected on principles just to the several provinces."

Gentlemen, if, as the direct result of this Congress you printers will adopt a similar resolution—and follow it up by actually creating an organization, a federal union, as it were—of the printers of Eastern Canada, with local branches wherever possible in every Province, you will indeed do for the printers of this section, as stated in that old Confederation resolve (to paraphrase) conserve the best interests and present and future prosperity of the printers of British North America.

So much for organization in general—the next thought is what specific advantages will accrue to the printer if he does organize. A printer's organization, as I understand it, is an association for the accomplishment of common purposes—a co-operation that means the give and take of business ideas, experiences and knowledge. The ferreting out of abuses which have negatived the legitimate development of our common industry—and their correction—and the establishment of stabilizing influences which will prevent disintegration because of the wilful perniciousness of a few.

Organization will provide for you a greater market for your goods—because it will show you how to improve and increase your product. Organization will make you and your brother printers fairer competitors:—you will understand that he who builds up by destroying what another has created is building for himself a house of cards that, ere long, will tumble down upon his head.

Organization will make it possible for you to obtain better prices for your work. It will establish you upon an equality with other businesses—you will no longer be an onlooker in the game of scienti-

fic business, but an active player in your home trade team.

Organization will prevent unscrupulous buyers from playing one printer against another for his gain—and to the financial confusion of the participating printers. It will make you respected by your employees.

Organization will enable you to install Cost Systems in every plant represented at this meeting. It will provide you with the Cost System's twin brother—namely a Uniform Estimate Blank. It will point our economical methods for producing your work. Provide a clearing house for the exchange of valuable trade ideas. Supply credit information which will prevent many losses. Enable you to obtain better insurance rates. Bring you into closer and more profitable acquaintance with your associated tradesmen resulting in mutually advantageously buying agreements. Give you printers a higher standing in the commercial world—and provide co-operative, fraternal help when in time of trouble or need.

It will nationalize this industry of Printing, making it a legitimate child of Canadian Commerce, and by bringing it into close kin-ship with Business give to it an independence of its own like unto that which Kipling in his world-famous poem—"Our Lady of The Snows," has declared of Canada,

> "Daughter am I in my Mother's house
> But Mistress in my own."

Such an Organization, gentlemen, one which is clearly possible and which you can bring into life and being at this Cost Congress if you wish to do it will make Spencer's pregnant words about the law of self-preservation, which I referred to at the beginning, an actual reality among you printers of Eastern Canada.

But, gentlemen, Organization will be of little value or use of its members or prospective members place value of their membership from the mercenary standpoint of what they can get out of it. Herein lies the canker or corrosion which has eaten the heart out of many well-started organizations. If you want to have an organization of Power—one that will act as leaven to your bread of business life, you have got to *give* as much or more than you can *take*. Not—"What will the Organization do for me"—but rather "What can *I* do for the Organization." In other words, you must put into practice the words of the great Teacher of mankind that "it is more blessed to *give* than to receive."

I have had some experience in Organization work among printers—in my home city there is probably a more fully developed and rounded out organization than anywhere else on this hemisphere—it is a power which has to be reckoned with when matters are brought up affecting the interests of our associated trades. And what think you is the reason of our strength? Numbers? No. Money?—No. Age?—No it is in the personal application of that German motto "Ich Dien"—"I serve"—the personal service of many of its members who give freely of their time and thought and energy for the common good.

A few days ago I participated in a meeting where one of the speakers referred to a sermon his pastor had preached on the previous Sunday upon these two words as a text, "If" and "Yet," drawing a lesson therefrom upon this very important phase of Organization.

The first was from Genisis:—

> "And Jacob vowed a vow, saying, *If* God will be with me and will keep me in this way that I go and will give me bread to eat and raiment to put on so that I come again to my Father's house in peace then shall the Lord be my God."

The second was from Habakuk:—

> "*Yet* though the fig tree shall not blossom, neither shall fruit be in the vines; the labor of the olive shall fail, and the fields yield no meat; the flock shall be cut off from the fold and there shall be no herd in the stalls; *Yet* I will rejoice in the Lord."

Which of these two kinds of service, gentlemen, as applied by yourselves to an existing or proposed Organization will make of it a power for good—your good and your brothers? That which is dependent upon the interrogative particle "If"—the implication or assertion that conditions which you lay down must first be fulfilled before you will perform your part—a bargain to be struck exacting pre-payment or promise of payment for your service? Or the complete submersion of self and because of your love of the trade from which you get your living and your desire to see it uplifted and made a better industry, not alone because of yourself, but also because of your brother? *"If"* may have its place in various transactions of life, but *"Yet,"*—no matter whether it does *me* any special good or not—*"Yet"* will *I* do what *I* can for the cause—is the Spartan resolution which put into effect will make the printing business in old Canada an honored one indeed.

There are two quotations which have a peculiar bearing upon this subject, and I want to apply them at this time. The first by Henry Ward Beecher, as follows:

> "No man ever manages a legitimate business in this life that is not doing a thousand fold more for other men than he is trying to do even for himself; for in the economy of God's Providence, every right and well-organized business is a beneficence and not a selfishness, and not the less so, because the merchant thinks mostly of his own profit."

The other one, the author of which I do not recall, is "The narrow-minded man fishes with a hook and thinks to have the whole catch to himself; the broad-minded man joins himself with others in using a net and the share of each is much greater than that of the individual obtained by the hook." Therefore, if the conduct of a successful business is a beneficence to a community, think how much more beneficial the enterprise could be if instead of individual effort a united industry undertook the accomplishment of similar things!

Gentlemen, if I am not misinformed, the printer of Canada is a reasonably accurate duplicate of the printer some of us are familiar with in the States. He is not a large manufacturer or merchant—on the contrary, the average printer of both countries is an exceedingly modest individual. Whether located in the city, town or village, his shop is a small one, his employes few in numbers, his annual business amounting to only a few thousand dollars, his income limited. Here and there, of course, a printing plant of fair proportions can be found, but taken

as an industry, the printer is a small tradesman. Now, unlike many other industries, large or small, the printer is a hand-to-mouth manufacturer, as it were—by this I mean that he can only run his shop on actual orders received. He does not make a commodity which can be "stocked" in dull seasons—to be held without appreciable depreciation for sale in active seasons—consequently, the printer is the first to feel the pinch of business depression, and almost the last to benefit from a resumption of business activity. In addition to all this, the printer conducts a business in which the possibility of loss is at the maximum—for instance, if he prints a catalogue, the liability of error is a considerable one—not only in the hastily-made and usually unconsidered price quoted on the work, but in the many chances for error or wastage in process. And if a job involving the handling of many cuts, thousands of types, various grades of paper, colors of ink., etc., say nothing of the idiosyncracies of the customer, should after completion be found to have an inverted cut, a misspelled word, a wrong price, color just a trifle off shade, paper a wee bit off tint, a worked-up quad or space, the vignetted lines a bit too hard, the picture detail a little too weak, the make-up, imposition or register with minor defects—how quickly does the customer seize the opportunity to exact a penalty—either in a reprint with the attendant large loss or a substantial discount in order to soothe his affected anger. And the printer, over-honest soul that he is, and always has been—and because of lack of organization, which would provide a fair and just code of business ethics between buyer and seller, permits himself to be exploited in this manner—and in consequence, he is considered legitimate prey for everyone.

Because the average printer's establishment is a small one, because it is so easy for any novice to enter the business and take over a share of the altogether too meagre existing business by the bait of "cut" and almost bottomless prices; because of these reasons, as well as many others, I have already enumerated—organization among printers is a prime necessity. In other words, to revert back to my quotation from Herbert Spencer, if we neglect the opportunity and ignore the necessity for organization we do not take those clearly evident measures for self-preservation and indirect self-preservation both of our business and of ourselves.

Gentlemen, in this brief and, I fear uninteresting paper, I have endeavored to show to you universality of organization—the need of organization, the advantages of organization and the spirit which should enter into your organization work. The question remaining is what kind of an organization should the printers of Canada have?

I leave that to wiser counsels than mine—but I believe that whatever you do you cannot do better than pattern it after the admirable system of Government in force in this great Dominion. You have a federal system under which the individual provinces retain their autonomy in local affairs—while matters of common interest to all the provinces are committed to a central or Dominion Parliament, in which all the provinces are represented.

Our powerful printers' organization in the States, the United Typothetae of America, is similarly constituted and has achieved wonders for the printers of our land.

Would to God it were possible that you printers of this great nation could join with us—your brother printers of another but kindred nation—and thereby perfect an organization that would give us the double strength of the printers of both countries.

In the rejuvenating work which we have undertaken in the States—and which you also in this land are now attempting, we should be neither American, Canadian, English, French or otherwise. Until we have put this industry, to which we are devoting our lives, upon a much higher plane—and compelled other business interests to make room for us, that we may enter into their society as business equals—until this time arrives, we should be simply fellow-craftsmen—printer men.

The much discussed reciprocity bill, with the accompanying foolish twaddle about annexation, may well be relegated to the scrap heap of political experience, but throughout national printers' organization in America and a national printers' organization, which I am optimistic enough to believe you are going to perfect in Canada, us printers of both nations can enter into intimate reciprocal relations that will be for the material advantage of both.

I have read of Canada that "the tie which binds her to the Motherland is one of affection and not coercion." That is a most noble sentiment—may the tie that shall bind you printers together into a Canadian organization as well as bind your people and my people together into an international printers' organization be also one of affection for each other.

Then can we say in the beautiful language of Ruth to Naomi: "Whither thou goest, I will go, and where thou lodgest, I will lodge; they people shall be my people."

Gentlemen, I cannot do better in closing this address than to quote those familiar words of Burns, which so aptly illustrates the thought I would leave with you:

"Then let us pray that come it may,
As come it will for a' that,
That sense and worth, o'er a' the earth,
May bear the gree, and a' that.
For a' that, and a' that,
It's coming yet, for a' that,
That man to man, the world o'er,
Shall brothers be for a' that."

There is a vital relation between equipment and cost of production.

If the Cost Congress has impressed upon you the importance of efficiency in your plant study the many aids to efficiency that are described in the advertising section of this number.

How a Cost System Assists in Making Prices

By Mathew Esdale
President, Esdale Press, Ottawa

THAT you may readily seize the import of this far-reaching subject that has been assigned me, viz.: "How a Cost System Assists in Making Prices," let me illustrate this singular and modern way of conducting our business by a notable world-wide accomplishment in our great and fast-growing Canada.

There have been many claims made as to the why and wherefore of the Transcontinental Railway, but the one dominant idea behind its construction was that it might be the shortest possible route from coast to coast.

In some places half a million dollars have been spent to shorten the time-table one half minute. As a result this road has brought the trade of Canada two days nearer the Orient on one side and two days closer to Liverpool on the other.

Let us put our ear to the ground, so to speak. Let us assume a position in Central Canada to consider the tremendous value of those steel ribbons that cross our grand, young country, coupling, as they do, three far-reaching powers and centering their untold wealth and interests at our very door. What the result will be, requires no prophecy on my part, suffice it to say that ours is a great heritage. Have we been conscious of it? Have we the ability to seize this opportunity and hand down to our children's children a lasting inheritance, which is rightly theirs, owing to the opportunity afforded us to succeed and be prosperous, remembering that Providence has been dealing bountifully with us, through many years of absolute peace and plenty, heretofore unknown in the history of the world.

While we consider this illustration in its vastness, let us draw from it a lesson.

Those, who, in the past, have given of their time, their wealth and their brain power to study costs, have in most cases done so at a time when they themselves are so far on in their business career that they cannot now, and may never, reap any material benefit themselves. Their work has been that of sacrifice. Such has been past history—such will doubtless be ours. That the sacrifice thus made by these man may be of benefit to the printer of to-day is our heritage, and we must claim it, and make out of it what they truly intended we should. They inaugurated a cost system, which was intended to "bring closer," as it were, what the proprietor truly expects he should get for his labor, and what his employes honestly believe he is getting, and in most cases they strive intelligently to give. Unfortunately, we have on the one side the great ocean of "incompetence" (or "indifference") on the part of the proprietor, while on the other we have the still greater ocean of "despair" by both employer and employe, when their combined efforts fail to bring the desired result each strive to attain. That this state of affairs might be remedied to some extent, these great men of our craft took upon themselves the task of building a transcontinental, and have called it a cost system.

That we have not fully appreciated their efforts has been evidenced by the fact that we have not continued what they originated.

Under the laws of this province, it is expected that all incorporated companies should employ chartered accountants to audit their books monthly. Fortunately or unfortunately, we place considerable confidence in their recommendations. One of these would-be advisers, took me to task on one occasion, "as to the value of a cost system, to assist in making prices for a firm who has just opened its doors. How could they establish their prices when they have no records of their own, and why should they accept prices as laid down by their competitors?" Here I thought of how we have not followed up the work that these great men had begun. What an opportunity afforded itself for an expert to step in monthly instead of these figure-checkers—who could check up prices instead of mere entries, check up and stop losses that appeared to be profits, stop leaks that have been dragging down every printer, who has not used a cost system, or who has not appreciated its true mission. However, I have a case in point that will answer that question:

It has been my good fortune to compare my shop costs with some of the largest and most complete plants in Canada. It has also been mine to compare with the smallest. Believe me, gentlemen, I know a printer who has but one 10x15 platten, has but one cabinet of type faces, a small bench hand cutter, and a few other necessaries, and this man not only has a cost system but actually lives on it. He did not have to ask what he should charge for his product. He did not have to search the hidden mysteries of the price list. His intelligence made it possible for him to place a fair estimate on what his total shop hour cost would be, because he knew what that hour would cost him the moment he opened his doors. It was a small shop. True, but he knew every dollar he had was there, he also knew every dollar's worth unpaid was bearing 6 per cent. interest or more. He knew it would be hard to get a press employee if he did not pay him promptly and well. There was no other inducement that he could hold him with. From these facts he got his total shop hour cost and divided it as best he could. He then asked to compare this with others who were only too willing to lend a hand. His first month soon came to an end. He put everything in black and white so that no argument was necessary to convince him that he could do printing at a certain price, and, as he said, at absolutely nothing less. This man used common sense. He first equipped his small plant perfectly—direct motor attached press, electric lit cabinet, etc. What he did have was well chosen, and when he saw he could add nothing more in the way of efficiency to plant, he began to add efficiency to himself by becoming a member of our local association that he might become better acquainted with trade conditions, with costs, and with proper selling prices. He was anxious to learn. He respected the opinion of others. Let us take a chapter from this fellow's book. On the 5th day of February this year, this young man came into my office and laid before me his standard cost system. Monthly statements of costs of productions, and asked that he might com-

pare with mine. Gentlemen, I felt like taking off my hat to him. We compared—what did we find? But one cent per hour divided his own hour cost as compositor with my composing room average hour; again, but a few cents divided his platten press hour. True, his number of impressions per running hour were greater owing to the fact that he forced his press. He had to. Where we got him and evened up was that he lost time, where we did not, in form delays and so forth. He was in earnest. He saw what every hour was costing him (him—not some one else) and he was determined that to pay his way, and keep his family from starvation, he had to have a profit, and he got it. His one thought was profit. His everything depended on that word profit.

Can the same be said of the management of large plants? Are they watching their profits or are they not rather waiting for windfalls? They force February output to meet January expenses. They care little what price they sell for, so long as they keep their presses moving and at the same time keep the work from going to an honest fellow competitor. Am I not right when I say that most large plants are satisfied to reconcile themselves into considering a cost system's only use is that they may know what proportion of chargeable hours they get, so that they may reduce their hour cost by compiling a tremendous amount of chargeable hours to divide into total departmental expense and thus bring their hour cost to a ridiculous minimum, so that they can control all large work, and corral everything in sight. Let me illustrate this further. Most of their work is secured through estimates. Is it any credit to a firm to be continually gobbling up everything on such a basis? It is easy for them to get it. Possibly if they were to increase their prices 25, yes 30 per cent., they would still get it. Are they not deceiving themselves? What is the result when they are given work without a price? You will readily see the possibility of their doing themselves out of a big heap of money, and also doing every competitor a grave injustice. I have known firms who insist on giving an estimate on work handed them without price, claiming that it saves them from after strife and dissatisfaction. They seem to pride themselves in their knowledge of their charges. This conceit is the greatest robber we have to contend with. It costs many a dollar and robs every other job of a just profit that could easily have been charged for, had a price not been quoted; just in the same way as the compositor, or pressman —who is ignorant of the true meaning of a cost system—tries to throw ordered alterations from copy, or changes on press, into general expense, instead of charging them direct to the job. Here it might be well for us to consider for a moment. Is it chargeable hours we want, or is it product—product both in quantity and quality. When we get chargeable hours that are chargeable to the customer only, coupled with fair quality and quantity, then, and then only, can we sell our output at a right and profitable price.

The first job handed you over the counter may be given you without price. Now, gentlemen, be fair; what are you doing to see that that piece of work entrusted to you will go through your shop in a proper way, in proper time, and what record have you got of that time, and what it cost you, so as to enable you to put a proper and just price on it and thereby establish a selling price for a repeat on that article?

If you have no cost system, you are cheating yourself first and the customer afterwards. You are either robbing yourself or robbing your customer. What a satisfaction it is to be conscious that the price you charge is a price you can defend.

The cost system should be to the employer what the time clock is to the employe. If the employer would watch the results of his cost system more and the time clock less there would be less strife, less dissatisfied employes, less discharges and heart-burnings, with more and better product.

Printers, as a rule, are men of intelligence. They are untiring in their efforts to slave day and night, in many cases with no reward. The one thing noticeable and the one thing that has drawn their very life-blood out is their conceit. Gentlemen, do not think me rash when I say we labor in an atmosphere of conceit and deceit. To come out of ourselves is the one hard thing for each one of us, and until we do our case is hopeless.

Give the other fellow a chance. Stop thinking you can do more in your shop in an hour than he can. Stop knocking his product. Instead, get in on your own job and start at the right place. As-



SOME OF THE PRINTERS AND ALLIED CRAFTSMEN WHO

sume the position you intended you should. Find out first whether you are the best man suited to sell your product over the counter, and if you are not, and cannot sell at a profit, give someone else a try and see if you won't make money, and make it as you should.

It would be presumption on my part were I to ask how many in this vast gathering can sell printing without giving a price. I firmly believe I could count them on the fingers of my right hand. Not one can deny that the opportunity never afforded itself. Opportunity is yours as much as mine, but, can only be seen through the eyes of prices that have been gathered by a cost system. Forget your own opinion, your cost experience should be your salesman. There is not a man here present who would take $9.90 for a job that he knew cost him $10.00 to produce, if he knew for a fact it had cost him $10.00. But recently, I had an additional order for five thousand booklets offered me at the same price proportionate as the original twenty thousand had cost. It was a two-color job on coated stock. What did my cost reveal? My cost record showed me plainly that a reprint of five thousand would cost me $174.50. The committee thought they were going a long way to offer me the same rate as the original, viz.: $172.00. Nothing doing, gentlemen, and I had every form still unlocked. I came back at them with a proposition that I could do ten thousand or double the quantity on original thousand basis—and got it, and my profit with it. I tell you $172.00 orders or $1,700.00 or $17,000 do not scare you into accepting them if you know that it cost you 30, 40 or perhaps 50 per cent. of this for stock alone—which the wholesale house will take good care you pay for, oftentimes before the job is out of your shop. Your costs will show you this fact, and will sting and cut you to the very quick many a time of you will not stop to consider; and the time to stop, as all cost systems will show you, is before it is too late.

Listen to this:—

Canadian Failures in 1912 and Their Cause, as Compiled by Bradstreets.

	No. in 1911	Liabilities 1911
Failures due to		
Incompetence	226	$2,471,299
Inexperience	41	200,851
Lack of capital	691	6,249,820
Unwise credits	12	130,244
Failures of others	16	188,023
Extravagance	12	417,900
Neglect	58	332,729
Competition	15	74,159
Specific conditions	204	1,314,687
Speculation	13	406,486
Fraud	113	1,300,757
Total	1,401	$13,086,946

You will notice by these figures that there are two outstanding classifications shown here, viz.: "Incompetence" and "lack of capital." One is just as regrettable as the other, and while on the one hand the leaders in cost are doing their utmost to obliterate that word "incompetence," no one has yet made any attempt at the other, or have they tried to alleviate it in any way. Figures do not lie, and I would again draw your attention to the fact that though 226 failures were caused by incompetence, over three times that number went down for lack of capital, or fifty per cent. of all last year's failures. This should not be. You will notice that newspapers have commenced to advertise advertising. Might I make a suggestion that some effort be put forth on the part of organization to take up the subject of finances more seriously than has been its custom. It is regrettable that in such a far-reaching programme of interesting studies as we have had before us for the last two days that finances should have had no place. The time at our disposal was short, too short, yet we are face to face with a most serious problem. Our banks are taking the money of Eastern Canada and investing it in the west. No consideration is being shown for our manufacturers or merchants in the eastern provinces, who for years have been struggling to meet their demands. Savings of both their employes and their own have been deposited in these same banks only to be sent west to a larger market with a result that our banks are not backing up our interests as they should. They have taken away the support at a time when it is most needed.

Have we been lax in our own interests in this respect? Is it not possible to collate monthly a "clearing house statement," so to speak? Would it not be of value to each one of us to know monthly, just how our trade stood financially? Would it not



ATTENDED THE FIRST EASTERN CANADA COST CONGRESS.

be of great assistance to us from a bank standpoint alone? Bankers, while being very shrewd and careful, do appreciate and assist in every way they can anything that tends to clear the atmosphere of financial embarrassment. Such a clearing house, I believe, would be of great benefit, and I, for one, would be only too glad to send a statement monthly to Mr. Ames, or any reliable person, who could collate and publish in *Printer and Publisher* the financial condition of the printing trades in this province. Same could be taken up by Mr. Tice for the Province of Quebec. Comparisons could be made, which would create a desire to decrease our indebtedness, would make us more careful in the purchasing of new and sometimes unnecessary machinery, would be a better thing for the wholesale houses, because they would feel more satisfied that their accounts would be paid, and not renewed.

Let us treat this matter seriously. If we cannot buy at right prices, if we have to pay interest compounded, if we cannot take our discounts on our merchandise purchases, if we cannot pay our wages regularly, how can we ever hope to install a cost system and follow its dictates in the matter of making prices, and sell our product at a right price.

There is such a tendency in this subject to draw one into the larger fields of thought—which is contrary to my wish—that I am anxious that you should realize that "small fish" are just as sweet as the larger ones. By small, I mean, commercial printing —the small orders that are taken in every day. There have been many suggestions as to price lists, but nothing has as yet approached the idea issued by the "Ben Franklin Witness," whose price list we have adopted in Ottawa, and have found it to be everything we should desire. We have worked out our own prices on our own stock lines—but have stuck religiously to the basis as laid down by them, the result being, that to-day in every office in our city, you will find a handsome ring binder (such as I hold in my hand) with a price list that will give a correct price for any commercial work that may be presented, of any quantity, and on any quality of stock, providing, of course, you know the cost and weight of your stock.

By following such a scheme it will be of interest to note that it forces you to systematize your stock, that is, if you carry 6c., 8c., 10c., 12c., 15c. papers you will find it wise to eliminate some of these and choose from them good, reliable lines. Out of chaos will come a harmony heretofore undreamt of. Instead of heaps of stock at about the same price, you would have but one line at each salable price. Consider how simple such a scheme would make it to sell from.

From this basis we take a step further and collate and study our records. Have you collated your small work and have you an individual cost summary of every job that went through your shop during 1911? Have you taken the trouble to collate your letter-heads, bill-heads, business cards, envelopes, letter circulars, note circulars, statements, dodgers, posters, visiting cards, invitations, wedding stationery, post cards, blotters, and kindred items? Have you summarized the composition on each, have you kept track of your average hour costs, and run on your platten presses, have you kept track of what it cost you to handle your stock, padding and wrapping, delivery, etc.?

Put the question fairly to yourself. Are the prices your are selling at, proven prices? Don't say you can undersell the other fellow, and still make money on your work. If you knew you are selling right, you would be all the more anxious to get every dollar the other fellow gets, and perhaps more. That you may thoroughly understand me I have prepared a few records.

Letterheads.—Every letterhead that went through our shop in 1910 and 1911 gave me an average selling price of $4.50 per thousand. From these records I also find that the composition cost me 55c., the platten presswork 80c., and the total cost (with 25 per cent. added prifit) was $3.70, leaving me a surplus profit on every thousand order of 80c.

Bill-heads.—On bill-heads; composition 57c., presswork 74c., with a total cost of $3.81, with my profit added, which also gave me a surplus profit of 50c. per thousand.

Envelopes.—On envelopes, composition 31c., presswork 74c., a total cost average of $3.09, which again gave me a surplus profit of 28c. per thousand.

Business cards.—Business cards likewise, composition 61c., presswork 82c., a total of $3.88, which once again gave a surplus profit of $1.00 per thousand.

It would have been easy to have gone further through the list of commercial work, but that should suffice.

That the same argument holds good on all kinds of work, large or small, we follow the same course. At the end of each month it takes but a few minutes to pick out the work that show losses, and *watch* that class of work more closely. Then, again, we take the month's total surplus losses, and compare them with surplus gains. If loss exceeds gain it is up to me to get busy, follow the losses and see why and try and eliminate their cause. If we are not charging enough for work that looked easy, but came out difficult, as is often the case, why it is safe to assert that no repeat at same price will follow.

Now that I have used that word repeat, let me here say that no repeat order is made out until the individual cost record of that job is looked up. If it has shown a loss, the customer is immediately advised of an increase in price. Does this stop a leak? I think so, and one that were it stopped the world over printers would be bankers to-day.

For every failure there is a reason. A point has been overlooked. A mistake has been made. Somebody has erred. In some manner someone has "fallen down." Perhaps he has been satisfied to give up and stay down. If he had, instead, been big enough to rise above it all and fight it out to a finish, there would be no failure. At such times he, who is up and doing, and keeps his eye on his cost system, commands the situation, takes up the battle with renewed force and wins.

You who control larger work, have you collated your average of output, your percentages of hour costs, both hand and machine?

What does organization and cost system installation show in this department? During the latter months of 1911 it was our good fortune to have more composition to look after than we could very well

handle. We sent one batch to a firm of typesetters to the trade in this prosperous city of Toronto. I regret to say that though the type was well set the invoice read 45c. per thousand for one bulletin, and 50c. per thousand for the other, which was more intricate. In contrast to this we sent another batch to a Montreal firm who had but recently installed a monotype plant, and put in a cost system. What did we get? Excellent work also, but the invoice read:

To 120 thousand ems 8 point solid at 80c. per M.	$96.00
To 76 thousand ems tabular 8 point at $1.60 per M.	121.60
To shipping room charges	2.00

Now, gentlemen, who would you respect? By all means the firm who knew what to charge and how to charge it. Let me here say I believe this is the direct result of a general awakening. The linotype people are killing themselves with their cry of cheap composition. When I bought my first machine, Mr. Flint, that venerable old gentleman we all know so well, told me that the linotype would set type at 13c. per thousand. Perhaps it will, but if it can, I for one have yet to be convinced that the figures can even be reversed, and to be more accurate, doubled up, to come nearer the mark. To speak more directly to the point—my records show exactly that I can reverse that 13 and make it 31, but I also have to double it again and make it 62c. per thousand ems: with an hour cost of $1.80. Am I right?

Now that I have stated my linotype cost, let me hasten to give you my shop costs, for until we arrive at our true costs, we cannot sell printing at right prices, because we will not have the backbone to stand behind our counter and ask that right price, or be able to make a right estimate.

Being anxious to assure myself that I had made no mistake, I divided a sheet into five columns. In one I put the result of seventeen average shops as published in *The Ben Franklin Monthly;* in the second I put Typothetae costs; in a third my own for 1910; the fourth, my own for 1911; the fifth and last gave me a good, safe average for 1912. What did I find?

	Hour cost				Aver.
	17 shops	Typothetae	My own 1910	My own 1911	for 1912
1 Hand composition	$1.17	$1.10	$1.09	$1.08	$1.08
2 Linotype	1.91	1.35	2.21	1.79	1.80
3 Linotype, per M ems. (2,930 aver.)	62c				
4 Platen presses	.70	.70	.54	.53	.60
5 Pony cylinder	1.25	1.10	1.62	1.00	1.20
6 Large cylinder	1.98	1.50	2.42	1.50	1.80
7 Ruling machine	1.00	.80	.82	.95	.96
8 Folding machine	.91	1.25	.90	.66	.96
9 Cutting machine	.84	.85	.83	.76	.84
10 Men finishers	.88	.85	.83	.80	.84
11 Men forwarders	.70	.65	.46	.43	.60
12 Girls' machine work	.54	.50	.44	.41	.48
13 Girls' hand work	.32	.30	.29	.26	.36
Total for all departments	$12.20	$10.95	$12.45	$10.09	$11.52

In this way I have a double check on myself. The hour rates, as you will notice, are made to divide equally into twelve units of five minutes each, but in most cases a department, such as the platten presses, which show much less cost than we care to sell at, to this we add a little and take it off another department which appears higher than the average, so as to encourage more product from that department.

To these hour costs we add 25 per cent. profit over everything, together with stock, which has an original 10 per cent. added to cover freight, handling, etc. To our larger accounts, such as good, strong, valuable, monthly-settlement accounts, we add but 20 per cent., instead of 25 per cent. At one time I advocated the use of selling prices, that is, charging everything on a selling prices basis. Now that we have our own costs, accurately, there is nothing to it, but to sell by our own cost with profit added. One way you know your actual cost, the other way you do not.

Do we get these prices in Ottawa? Gentlemen, my surplus profit and loss summary on every order for the last two years shows me that I got my price and more, 75 per cent. of all orders showing a surplus gain. A successful firm is not produced by chance, but by intelligence persistently applied, and the successful firm makes its dividends fully as much by orders which it had not accepted as by orders it had accepted. They know where the profit ends and where loss begins, and when it becomes a question of paying the customer to do his business, they let some other printer have that privilege. The competition hardest to meet is not that of the successful firm, but of those whose business creed appears to be summed up in these lines:

"So on I go not knowing,
"'Tis blessed not to know."

These are the firms which fail, and whose competition often causes others to fail; and the cause of their failure is largely the result of ignorance of the cost of production.

We find it is good business to deal honestly with our customers and give them good quality, good service, a square deal in every transaction, but we also see the necessity of dealing honestly with ourselves and with those dependent on us, by getting a fair price for our product, for our experience, for our brains and for our money invested.

The average customer, we also find, does not want to cheat the printer, he is willing to pay a fair price, and if you can show him that you are only trying to get what his work is worth you will have his confidence, his respect, and his business. To get a right price you must know what is a right price and ask it.

I have used the words confidence and respect. If it has not been your good fortune to be able to sell printing without always having to fight prices with your customers and with your competitors, there is something wrong. You have not as yet come to the place where your costs, if you have any, have given you, first, the confidence in yourself to ask a fair price; secondly, to the envied position where your customer has enough confidence in you to not ask a price. You have been practising price-cutting to meet every whisper you have heard, either direct or from your outside man. When you cut a price always remember that you cannot reduce your cost, it is your profit that suffers.

You must instill into every employe in your shop down to the errand boy, the feeling that they are part of the selling force. They have got to help "deliver" the goods or you will never be able to sell your product at a right price and enjoy that confidence that should be your most prized asset.

We have no bargain sales, and grateful we should be that we do not have to stoop so low as most do in other lines of business in order to bring customers to their store.

Courtesy is the one important "bargain" we should offer. Our customers have a right to expect it. The measure of respect you show to others is the measure of respect you hold for yourself. Courtesy as an asset in the success of a business man cannot be underestimated. It makes for loyalty among employes, it attracts trade, it generates respect and good-will. It is one of the principles of scientific management in office and factory, and the higher the quality of courtesy extended the greater will be the reward from those who are the recipients of it.

Be courteous also in your remarks about a competitor—you will find this pays. Your outside men are the ones who create most mischief. If they are conscious that you respect your competitor they must be conscious that his prices are right. In this way they will not be encouraged to knock his product nor discount his prices. Encourage them to be more careful of bad accounts, because your cost system will quickly show you who do and who do not pay. Men who will not pay their accounts are not the men whom you meet over your counter. They wait for a call from your representative. There is no necessity for those that represent you to be engendered with that desire to grab everything in sight. This is an evil that is fast growing in the larger centres. It is everywhere coupled with lying, dividing of commissions, the breaking of prices, bad debts, and doing more to separate the friendship and respect, that should be found amongst the craft, than anything else.

In conclusion, let me appeal to all present to start at the beginning, learn to respect yourself and your calling, learn your cost and sell at a right price, which will win for you the respect, the confidence and the good-will of the men whom to-day you judge as your competitors, who in the light of the brighter day, about to dawn, will be those who will lend a hand when you most need it, who will sympathize with you in your trials and sorrows, and who as the years roll on will learn to walk with you in the ways of pleasantness and true brotherhood.

"Then take this honey from the bitterest cup,
There is in failure, save in giving up,
No real fall, so long as one still tries,
For seeming setbacks makes the strong man wise.
There's no defeat, in truth, save from within,
Unless you're beaten there—you're bound to win."

Trade Schools

By Charles S. J. Phillips
President of the Montreal Printers' Board of Trade

"GOD has made every man fit for his work."—The Stones of Venice.

The printing trade is the foremost craft to-day! I need not enlarge upon that! Why should a printer have less intelligence than a stone breaker or a ditch digger? He should have more, surely. For the same reason that we send our children to school to acquire knowledge, we should have schools to teach the young trade or profession.

The primary aim of a trade school is to give a young man (or woman) a love for his craft, and this can be done by making it interesting to him, which can be done better in a class room or a lecture room in company with others than by himself alone, without emulation.

The trade school is intended to supply the place of the old-time apprenticeship system, which in many cases was a kind of slavery. The lad got tired of his surroundings and often ran away.

The rapidly changing conditions in the industrial world to-day demand something of this sort. It is justified by the circumstances.

The demand to-day for skilled men is greater than the supply. Someone has said that, "a job hunts the good man, not the man the job." The advantage of a school over the apprenticeship system is that the pupil gets at the interesting part of his trade at once, no drudgery, such as splitting wood, carrying coal, etc. It is a kind of kindergarten. It will, or should inculcate initiative, it will teach business methods. I will give you an example of that in a few minutes.

When a man graduates from a well equipped school he will have a knowledge which is not found in an ordinary workman. A school should not be used until the student can intelligently act and want it for himself. He should have at least a plain, common school education, and a thorough knowledge of the three "R's!" My experience of over 40 years or more is that the boy who has such, or more, with a love for his business, made good every time. We have had the apprentice system ever since 1869, but have modified it considerably within the last 15 or 20 years.

Binding the apprentice by a hard and fast contract of indenture has fallen into disuse, and rightly so. The apprentice often lived with and drudged for the employers' family, according to a custom survived from the Guild. His keep and his trade were his principal pay, his money wages not commencing, perhaps, until a year or more had passed, and being considerably smaller the last year of his term than the pay of a journeyman.

The apprenticeship question "is settling itself: there are two conditions whose existence here insures that trades will be learned, and learned well. One of these is a class of bright, young men, eager for achievement; the other is a class of progressive employers, who are seeking just such men. The meeting of these two classes leads to admirable result with trade or industrial schools the State can best uplift and enrich its people." The superiority of workers trained in industrial schools is shown in the well-known pre-eminence of the *French* in artistic

work, and is due to their earliest adoption and best development of industrial education.

It will pay better to help a trade school, as some large concerns have done, for example, the Baldwin Locomotive Works in Philadelphia, R. Hoe & Co., the Brown & Sharpe people, of Providence, and others. Schools in one way or another have been in existence for centuries in England, France, Germany, Sweden, Belgium and Italy—to say nothing of what we know of ancient times. Does it not say in holy writ, "that Tubal-Cain was an instructor in brass and iron?" and I am told by those who have made a study of this ancient literature that it means that he had a *school* or class. So you see the trade school idea is very old!

The trade must help by taking the young men when they are ready. The relation of the trade school to the trade should be one of mutuality, of reciprocity. "Not to make *more,* but *better* printers."

It must go hand in hand with the trade itself. As to whether such schools should be run by the crafts themselves is a question to be settled by local conditions. My firm conviction is that the State should equip and run the schools, and the trades assist, and be a factor in the management. I instanced the French people as being among the first in having industrial schools. Let me tell you about one that is truly a wonderful institution, that is the "Ecole Estienne," in Paris. It is called "Ecole Municipale Professionelle des Arts et Industries du Livre," which translated into English is The Estienne Professional School of the Printing and Making of a Book. The only thing that is *not* made in the school is the paper and leather which is in it. The work is done from the beginning—type made, the binding, etc., done in the school.

They say that the founding of this school was a real benefaction, as it helped men to help themselves. It had a hard time at first, but the city of Paris saw the danger of its breaking up, and pride made them help it, seeing the great importance and real necessity for such an institution in one of the leading cities of the world, who should care for the "art preservative of arts."

The London (Eng.) County Council Central School of Arts and Crafts has a well equipped school for technical education in the printing and allied trades. They have both day and night schools for training the apprentice and improving the journeyman.

During the first year a boy spends in the Day Technical School (which he can enter in his 14th year) most of his time is devoted to ordinary (*i.e.,* general) school subjects, such as history, geography, literature, mathematics, etc., but a part of the time is spent in attaining some knowledge of printing and binding, and of the materials and processes used in those trades. At the end of the first year, *i.e.,* when the boy is 14, his parents are, provided his work has been satisfactory, asked to choose which of the two trades they will apprentice him to. The choice having been made, the apprenticeship formalities are duly carried out, but for the ensuing two years the lad still continues at the school, and both the masters' and men's unions have agreed to consider these two years as part of the term of apprenticeship, provided the lad does not come out of his time before he is 21 years of age. During his second year at the school, his time is equally divided between ordinary school subjects and technical matters relating to the trade he is intending to follow. In the ensuing year the boy devotes two-thirds of the time to technical subjects, and at the end of it, that is at about the age of 16 or 17, he joins his master as a third year apprentice. It is not, of course, supposed that the school training will fit a boy to take his place in a workshop without some further workshop instruction and experience; but it is contended that these boys, specially selected and trained, will prove of greater value to their masters than if they had spent the two years after leaving the elementary school at the age of fourteen in knocking about a workshop. Judging from experience, boys who have been through the school course are eagerly sought for by the best masters.

The following extract from Bolue's "Getting a Living" is interesting, and bears on my subject tonight:

"*Encouragement to develop skill.*—As industry becomes less speculative and more settled, employers, realizing that on nothing, as a rule, is their success more dependent than on the skill and deligence of employes, are providing new and exceptional means for leading these into highest efficiency. To give apprentices and journeymen technical knowledge and enthusiasm, familiar talks by experts, with experiments, are provided at the employers' expense."

Some provide libraries, books and papers free, relating to the trades of its employes, and encourage boys in reading these, to look forward to becoming its apprentice, and is thoughtful afterwards of their advancement.

The fruitfulness of such a policy can be imagined by anyone who has been a boy himself.

The Brown & Sharpe Co., of Providence, in its machine shop, foundry and pattern shop, hires adequately educated apprentices between 16 and 18, on a definite contract covering four years, and trains them to be thorough workmen, making it the duty of overseers to instruct them.

We are attempting some such thing when we institute a trade school for those who cannot afford, or are large enough to have one of their own.

At the conclusion of his address on trade schools, Mr. Phillips made the important announcement that a printers' school will be established in Montreal in the near future. The members of the Montreal Printers' Board of Trade and Mr. Phillips particularly have been working for a trade school for several years. Sir Lomer Gouin, Premier of Quebec, has been approached on the matter, and is deeply interested in the movement. He has promised that if the printers of Quebec as a body want a trade school in Montreal, and will ask for it, he will see that they get it. So a convention of the printers of Quebec will likely be held in Montreal some time in April for the purpose of deciding upon plans for the school and drawing up and signing the petition to the Provincial Government to establish one.

The equipment of the school along the lines proposed by the Montreal Printers' Board of Trade will cost between $30,000 and $40,000. The members of the board have promised to back the school financially, as well as in other ways, and will pay the salary of at least one instructor.

Efficiency

Observations by F. H. Dobbin of the Peterborough "Review" at the First Eastern Canada Cost Congress.

I AM to speak this morning on the topic "Efficiency." I do not wish to attempt discussion from the viewpoint of the industrial engineer or efficiency expert. He has a method, thorough and workable, all his own. He will come if you send for him, and tell you what you have and have not been doing and what you should do. His services will be worth his fee, even if your plant and business be only moderately large. But many of us must do without him, and if we want efficiency—and we do need it—look for what may be termed "home-made efficiency."

The printing business is face to face to-day with very serious conditions. There is a constant movement in increasing the overhead cost or burden of doing business. There is what is termed "the increased cost of living" and, parallel with this, an advancing wage scale that has not, as yet, reached its limit. How are these added charges to be met?

The economist tells us to put it on the goods—to put it up to the customer. I'd love to see you do it. The customer is just as anxious to escape increased prices as you are to gain them. He will seek his relief—as he does—in finding some printer without a cost system, or a specialist. Yours may be a general plant,—hundreds are—doing anything from a card to a poster.

There are just three sources from which increased revenue may come—lessen expense by economy; put a part on the customer; increase your efficiency. These three, and these only. Which is the most feasible? The second, in fair measure, certainly in the last.

What is efficiency? Getting the maximum product from the means at hand. What are the means at hand? My plant, your plant, the other man's plant. Not the ideal plant you hope to put in some day but the plant you are now working with, be it good or poor, new or old. But because your facilities are not of the best you are not to assume you must lack efficiency up to the limit of the plant. Very possibly a lack of efficiency keeps the plant poor.

I think that one of the greatest obstacles to efficiency is experience. This sounds a paradox. But it is a plain and painful truth. Experience is a sort of fetish that men cling to, and reverence, and delude themselves with and delude others as well. No greater fallacy ever existed than this bugbear of experience.

You have been told, you will be told by Mr. Imrie to-day, that a worn out plant should be scrapped and that a decent amount should be written off the value of a plant to allow for depreciation. That is correct. The trouble with the printing trade is that a whole raft of men, assumed to be keen and intelligent, have been running a perplexing business on a thirty or forty year old experience. More than one-half of our experience should be scrapped. We should, if we are honest with ourselves, write off each year a whole lot of experience and get some new. This Cost Congress is only an experience meeting where we each hope to learn what others are doing in some new way. That is what we are here for. Men cherish experience and fondly think it helps them in business when it is only a hindrance. For instance, I am an artist at making composition rollers. That was a very useful accomplishment forty years ago, but it is of no possible use or value to me to-day. That piece of experience needs to be scrapped, and it has been thrown over the fence long ago. And a lot more is following from week to week, as it should follow. A workman comes to you and says he has had twenty years' experience. The first proof from the job room shows that he is giving you the benefit of only three or four years. That is all you can make out of him for efficiency. A man sat beside my desk and said he would like a position as advertising solicitor. Pressed to state his qualifications, he replied that he had forty years' experience. I said, "For goodness sake, don't tell that to anyone else." "Why not," he asked, in some umbrage, "because you discount your chances of employment. All of your experience that is of any use to me are the last five years. The other thirty-five only tell you what to avoid. Of what use are the dead and by-gone methods of soliciting, placing and setting advertisements of thirty eyars ago." He felt hurt, and said so.

If we hope to gain efficiency we must be honest with ourselves. The employer who can see his deficiencies and note those of his staff has to make a confession of faith and a resolve to do better. Let us see where we can work out a better method.

The customer comes first in contact with your selling force. Is that you? Likely it is. Are you efficient? What are you undertaking to sell him,—what do you propose to afford? Ink and paper. Anything else? He wants printing and if he is like seven-tenths of those who come to you he needs service. Just so soon as the printer finds that he can sell, both service and printing he will make the first step to selling efficiency. And why not? Printing, while not a profession, is something more than an occupation. You go to a lawyer. He handles your case, whatever it is. Three weeks afterwards you get a small slip of paper that tells you the matter is settled, concluding with "this is our bill" and a charge of $57.50. What have you had? Nothing material that you can handle. Just service. Only service. Why can't the printer get something in recognition of his service? People will pay for it. They actually want it. A customer of mine writes from an eastern city thus:—

"The batch of contracts are fine—good job. You have given us a good service. The price seems high, but it must be fair or you would not have charged it." That is evidence. Another firm in the same city writes:—"We told you to use your judgment. You have done so to our entire satisfaction. We appreciate the service, it has anticipated our wishes, and are glad to have had it. Make a draft at your convenience."

Another most serious obstacle to efficiency is friction. Who does not know this? It is often not apparent but there just the same. It paralyses effort and blocks efficiency. When we have mechanical friction we use oil to reduce it,—to increase

the efficiency of the machine. Why not try a little oil to overcome personal friction? No grease. Grease no man. But the oil of diplomacy, of good nature, of friendly intelligent remonstrance, of patient firm forbearance and admonition, will work wonders. Just as the glass reflects the features of the one using it, workmen and staff will reflect adverse personal attributes of the employer, handed on to journeyman, to apprentice through manager and foremen, added to and intensified until such become a positive detriment. One of the best ways to do this is to take a little of the blame yourself. Try it. The composing room believes it has its rights; the press room its privileges. Get these at variance and you have woeful friction. The composing room hates to lose dignity; the press room hates to lose prestige. Each will claim that their work makes the perfect job. All instruction cannot be written down. Something has to be oral, and often not clearly understood. Than you have friction, and altercation, and resentment under what is assumed to be blame wrongly placed. Suppose you take it yourself; you pacify the composing room; you mollify the press room; each is let off with their side arms, so to speak. And make up your mind that it does not occur again, in that way, and that the chances of it occuring are eliminated.

Efficiency comes from your management, your plant, your business staff and your workmen. Which is the most important? You must decide. It will pay to cultivate efficiency in all. You must do the cultivating, if you have enough to go around. If not get some one who has to supplement your effort. Efficiency will not open the door and walk in. It is often of slow growth.

Men who have developed into captains of industry tell us that it is a mistake to have several of your relations associated with you in business; that when your wife's uncle, and your brother's brother and that cynical nephew are provided for you wake up to find that the business craft is lumbered up with a raft of barnacles, with relationship taking the place of assistance. Just in this way efficiency may be hampered and deflected by two or three of its twin brothers, if it can be said that three twins are possible. Of these we have to be careful. They look so much like efficiency that at a first glance may be mistaken for it. Two of these are industry and thoroughness, both admirable attributes in the abstract. Industry is the foundation, so to speak, of efficiency, but the foundation only reaches above ground, not all the way up. Thoroughness is in itself, a most desirable aid to efficiency, but only an aid. Then a third.

Take this illustration. A machinist is given a lot of shafts to turn and finish, forty in all. The first is chucked carefully, turned accurately, finished admirably, and a well finished steel shaft is as perfect a picture in its way as any work of art. Let us put on the try-square of efficiency and see how this works out. Call for the time sheet and the contract. Five and one-half hours. Shop costs and quotations to selling office have allowed four hours for this operation. Forty shafts. Sixty hours behind the schedule. Twenty-four dollars of wages cost behind the contract, and that is serious. Where is the fault? What has strangled efficiency?

We find lathe speed too slow, turning tool too soft, cutting edge not properly set to a good cutting angle. Industry kept at it, thoroughness gave a needlessly high finish, both at the expense of efficiency, as called for in the estimate. It is not what a workman does but what he accomplishes that counts. Higher speed, harder tool, perfect edge and all the finish "the traffic will bear" and as contract calls for, would result in profit instead of loss.

What about the third brother of efficiency? He is known as celerity. Not hurry. Hurry is spasmodic. Celerity continueth on. Efficiency is made up of these three, Industry, Thoroughness and Celerity, or Speed, mixed in proper proportion. Speed without thoroughness in the composing room results in faulty work, a faulty form, poor justification. Letters drop out, pull out on press—spoiled work, general growling. Industry may remedy this, but at the expense of the time sheet. Efficiency should stand the test of the time card or it is spurious.

Out in the audience is some man who is saying, "that is a pretty nice theory, but will it work out?" He is right. The only claim any theory should have on your consideration is its ability to be practically verified. Let us see.

I like a picture. It tells a story at a glance that would take a column of verbal description. That is the reason we have the political, social and theological cartoons in the papers. You cannot show pictures of efficiency but you can picture the results of it. I like to be practical. Anything else is of little use. I wish to prove my case. Here are a few pictures of efficiency, of a kind. They are not old masters but they tell a story and inculcate a lesson and the meeting may look at them if it so wishes.

(The "pictures" exhibited by Mr. Dobbin were in the nature of proofs of jobs set by his compositors. One proof was of 500 inches of display composition without one turned letter. Another proof was of 20 hours' work on the most difficult class of tabular composition, and Mr. Dobbin said the man who set this job did not make one mistake in it. The third proof was of eight pages of a pamphlet set in 9 and 10 point without a single correction. Mr. Dobbin rightly said these "pictures" give undisputable evidence of two important aids to efficiency, viz.: plenty of material and clean compositors).

Lastly there is one thing that ever follows to hamper efficiency, and that is detail. Who does not dread it. Most important, most critical. A bar to managerial progress. Men who assume responsibility find themselves loaded up with detail. The printing business is one mass of detail. If it worries you ask how others are doing. Some one somewhere assumes it, carries it out. Remember that today the men who are drawing the largest salaries are doing so on the strength of what they know rather than on the strength of what they do. They have the faculty of making others do what should be done. Cultivate that idea. Don't let your efficiency in any line where you can develop it be so hampered. Get rid of detail, so long as your time is more valuable than that of any other person about the business. If your time and service is not of such value, then find a business where it will be.

What the United Typothetæ of America is Doing

By J. Stearns Cushing
President of the United Typothetæ of America

I AM addressing you with the earnest hope that I may help to induce the printing and allied trades of Canada to consider seriously the desirability of joining hands with the U.T.A. in its attempt to uplift and improve the business to which our lives are devoted, and upon the prosperity of which depends so largely the happiness and well-being of those dear to us and who are dependent upon us. I assure you that I am impelled to this by no selfish motives, but simply from a sincere desire for our mutual benefit; and that we, by our united effort, may do all in our power to place the printing business of America upon a higher and better plane than it has been in the past.

I am often asked the question: "What do we get for our money if we join the Typothetæ?" One might perhaps as well ask what he gets for the money he contributes to the support of his church or his political organization. We have 1,050 or more members contributing, in various amounts, from $1.00 to $175.00 a month, although 75 per cent. of them contribute less than $5.00 a month; and it is difficult to trace direct financial benefits from these monthly dues; but our members feel that it is good to support a national organization made up of their fellow craftsmen. However, we *can* show decided benefits.

We publish a monthly BULLETIN, which is circulated without expense, and which contains technical articles of the highest standard—much more valuable and instructive than any trade magazine published in the country.

We are always ready to make estimates for our members, and many controversies between a printer and his customer have been settled by estimates made at our headquarters in Philadelphia.

We operate a labor bureau, and we are always willing to exert every effort to procure competent help, both union and non-union.

We investigate and advise in purchases of machinery and material.

We have a field force of a dozen men (and several more under instruction) visiting our members and showing them the operation of the Standard Cost-finding System; and it is no exaggeration to say that we have put many printers on their feet by showing them the only way to prevent failure which frequently stared them in the face.

We are closely watching legislation at the seat of government which might affect our membership. We fought a bitter fight last year over the stamped envelope bill, and carried it in the House but lost in the Senate owing to tactics introduced at the last moment that prevented it from being brought up for vote. But we will fight the same fight again in a couple of years, with a strong probability of winning; and this will mean five million dollars' worth of business for the small printers that is now being done by the government contractor. At the present moment we are preparing to oppose a bill introduced into the Senate, which provides for the revision of the law on printing in the government printing office, and which will take every bit of the printing done by the government by outside printers away from them to an amount of at least two or three million dollars a year.

We are negotiating with paper manufacturers and jobbers with a view to making an arrangement whereby the printer shall be protected in his purchases to an amount of at least twenty-five per cent. as against the customer who for so many years has been able to purchase his paper at as low, and sometimes at even a lower price, than the printer himself.

Other trade abuses are also under consideration with a view to correction.

Because it tells so concisely and forcibly something of what the U.T.A. is doing for its membership, I quote from a little pamphlet issued about eighteen months ago by the Secretary of the U.T.A.:

"It is a well established law of science that conditions and necessities are the moving cause of change and the creation of new things. Humanity in general and the printer in particular live along the lines of least resistance.

"Until the occasion arose twenty-five years ago, the printers handled the subject of labor, which is the heaviest item in their cost of production, individually—as best they could. Their employes, with much more wisdom, had been organized for several years, so that by a community of interests they were able to exercise a much greater pressure for the accomplishment of their desires than they could do individually.

"The employers, between the upper and nether stones of competition and increased wages, finally were driven in self-defence to organize, and this was the birth of the United Typothetæ of America.

"From the beginning the organization has been composed of the progressive members of the printing fraternity, and yet its entire history is one of defense; even its enemies will testify to the fact that it always acted openly and above board. It always intended to treat its employes fairly, to meet the conditions which arose with the best judgment it possessed, but at all times to resist unreasonable demands backed by threats.

"The necessity for this organization must have existed or it would not have survived its twenty-five years of life. The fact that it still lives, more completely organized, more respected by employer and employee, is reasonable evidence that it has performed, according to its lights, its duty to its members and to the craft.

"Without this or a similar organization the conditions in the printing trade would have produced a revolution long ere this, and which would have resulted in heavy losses to both sides, and perhaps with no peace to the prosperity that comes from uninterrupted business production.

"The association has ever stood as a bulwark for the struggling printer who, from the time of Franklin, has never had the courage to insist upon the proper return for his labor and his investment.

"In its earlier history, the organization's field of operation was restricted to the one necessity that presented itself—that of handling the labor question.

"In the more modern scheme of co-operation and organization, as represented in all industries and in all progress in this country, the printing trade has been a laggard.

"Some five years ago, while the Boards of Trade and other various local organizations were striving as best they could to improve the condition of the printers, the U.T.A. first realized the need of a national organization for the trade which would cover and solve, as far as possible, all the questions that arise in a very intricate business.

"What may be accomplished by nation-wide organization is seen in the growth and prosperity of other trades. What the U.T.A. is doing and will continue to do for its members is, protection of their interests in the purchase of material, proper treatment as to credits, banking facilities, ascertainment of the cost of manufacture, more careful instruction in salesmanship, and, lastly, a reasonable profit to be determined and abstracted from the business without loss due to ignorant business methods.

"The United Typothetæ of America furnishes free, sample forms of the Standard Cost System, and at small expense to the individual members, competent men to instruct in its operation; men who know all about it, and who will stay long enough—a month or more—to see it in operation.

"The effect of a cost system properly installed is sudden—it raises prices throughout a community wherever it is put into use. Prices have advanced twenty per cent. in cities where the U.T.A. has installed the system.

"Our mission is to teach, to elevate, and to improve the printing business—to make the printer a merchant."

In reply to an inquiry as to the terms on which we can take a printers' association into the Typothetæ—in our negotiations with the various bodies represented at our Denver Convention, the matter of the initiation fee was waived and it was agreed that we would accept the membership of any existing organization of printers without entrance fee. Otherwise, each application must be accompanied by a check for $5.00. The dues are three-tenths of one per cent. of your annual payroll, not including the salaries of the office or selling force.

If the U.T.A. receives the support and co-operation of the Canadian printers, it will expend, in their own country, at least three-fourths of the money paid the International Association by Canadian members. There will, of course, be a charge made for cost-system installation, just as there is in the States; although all money paid for this work, and easily twenty-five per cent. in addition, will be expended in Canada.

We will appoint at least one organizer for Canada, and he will, of course, be a citizen of your country. We shall also arrange for two field-men for Eastern Canada and one for the Western section.

The organizer will act as general secretary for the U.T.A. in Canada, and will have charge of the field-men. His work will be under the supervision of the International secretary.

The field-men will superintend the installing of the standard cost system in the offices of our members in Canada, and will work under the direction of the organizer.

It is certain that with its experience in organization work, its strong treasury, its great membership, and its thorough organization machinery, the United Typothetæ of America is in a position to do more for the printers of Canada than they can possibly accomplish through a new organization. We desire to so organize Canada that you may realize as quickly as possible the benefits which are now accruing to the well-organized cities of the United States.

It has sometimes been said, although I think not of late years, that the U.T.A. was nothing but a social organization. Well, it may have been that to a certain extent at first; but *is it not necessary* that there be social organization in order to draw men together, that they may get acquainted with, and gain the confidence of each other, so that they may work in harmony together for some better purpose later? And it is a fact that many long-lived prejudices between competitors were successfully overcome by this social intermixing.

At the same time, during those first years of the U.T.A., many carefully-prepared papers on technical subjects were read and discussed, and better methods thus learned as to certain details of the printing business. Reports were submitted on many subjects of vital importance. But greater than all, I considered at that time, was the work done in bringing the printers together. Among them many lasting friendships were formed. At its Conventions, I myself, have made acquaintances which have been among the dearest of my life. I consider the time was then well spent if for no other reason than that.

We know that every printer, whether he is a member of the U.T.A. or not, has been directly benefited by the mere existence of that organization. Just as it is necessary to good government that there be two or more great political parties, so it is necessary, as an offset to unreasonable demands of labor organizations, that there be an employers' organization to meet them. The Unions generally prefer that there be employers' organizations in their respective trades, because they can more easily settle matters in dispute through organizations than through individuals.

From the ranks of the U.T.A. have sprung about all, I think, of the printers' organizations of employers in the United States. Ben Franklin Clubs, Boards of Trade, Printers' Leagues, and all others, have grown from the membership of the U.T.A., *and have all been made possible by it.* They are all doing good work, and sooner or later I hope to see them all united in one grand organization. The greatest good can best be accomplished by united effort.

In conclusion, may I suggest that the various local printers' associations in Canada take immediate action on this matter, each organization voting to join the United Typothetæ of America in a body. As before stated, in each case, the membership fees will be waived. The dues, of course will be the same as are paid by all other members:—three-tenths of one per cent. of the annual mechanical payroll.

If this suggested action is taken by a majority of the local printers' associations now organized in Canada, which are not already affiliated with the U.T.A., we will put our plans into effect, and a new era of prosperity will certainly dawn for Canadian printers.

Depreciation

By George H. Saults
President of the Winnipeg Printers' Board of Trade

I HAVE been asked to address this convention on "Depreciation." It seems extraordinary that it should be necessary to address printers or other manufacturers on the necessity of depreciating their plant.

There must be a reason, or the Programme Committee would not have made the subject a part of the proceedings.

Therefore, we will assume there is a reason, and at once proceed to find it, and endeavor to remove, so far as my listeners at least are concerned, a further necessity of having this subject placed on future programmes.



GEORGE H. SAULTS
President of the Winnipeg Printers' Board of Trade.

It is as certain as death and taxes that if printing material is used it will wear out or become obsolete. This statement being accepted as a fact, as I assume it will be, it behooves the printer to provide means to replace the material that is no longer useful or modern. Just exactly by what method this should be done may afford some room for argument, but there is only one source—and that is from the revenue. Just what proportion of the revenue should be set aside is a problem requiring some thought and study. Thought, study and experience have already been given the matter, and conclusions have been reached which I am satisfied are as near correct as can be—certainly they are close enough for all practical purposes. The great desideratum is to persuade printers to adopt the figures that have been decided upon as correct depreciation allowances.

The United Typothetae—an organization representing the best thought of the printing industry in the United States and Canada—has determined that 10 per cent. per year of original invoice value on machinery, 15 per cent. on stones, cabinets, stands and composing room furniture is the correct amount to allow; and 25 per cent. on type.

Now, the fact that such an important organization as the Typothetae and the various cost congresses held during the past three or four years have adopted the above percentages, should perhaps preclude the necessity of any argument to justify them. However, it will perhaps be to our mutual interest to go into the matter in some detail.

Let us take a cylinder press costing say $2,000. Ten per cent. allowance for depreciation gives the life of this press as ten years—that is, in ten years you would have a sufficient fund accumulated to replace this piece of machinery. I imagine I read in the minds of a good many of those before me the thought that they have had a press fifteen—yes, twenty years—and it is still on the job. It may be true that you have had a press fifteen or twenty years, but there is no truth that can be uttered at this convention of greater moment than the statement that you should not have in your office a press that is over ten or fifteen years of age. If it is older than this it is obsolete, which is bad as being worn out. Type should be kept in first-class physical condition, and should be modern. This can be accomplished if affairs are so conducted that proper allowance is made for wear and tear and change of style. To guard against these two foes of the composing room it is necessary to set aside 25 per cent. per year of invoice value. This method of doing business will permit you to be a good printer and a modern printer—a worthy ambition, surely. No doubt a great many before me will conclude that this is rather an extravagant allowance, but I venture the assertion that there will be such an improvement in *quality* within the next few years that the man who wishes to keep in step with the procession will find it small enough.

One of the great troubles with the printing business is the neglect to keep plants modern and in good condition, with a resultant low quality of product.

If the idea would become prevalent, amongst those outside the large cities particularly, that it is absolutely necessary to so conduct your business that you must always be in the front rank in equipment, instead of being content with a conglomeration of second-hand junk and worn-out type faces, a new era of quality would result, and a great deal of local business would be retained that now goes elsewhere.

"All very fine," you are no doubt soliloquizing. "But how is this ideal condition of affairs to be brought about?" A general answer would be: "Forsake present methods of doing business." Any change of method would help—no risk would be run—for I think you will bear me out in the statement that there is no business so sorely in need of "a change of heart" as the printing trade. I do not say this is a spirit of resignation, but simply do so to emphasize a fact that has too long borne down upon us.

Inasmuch as any change would improve, should we not congratulate ourselves that we have within easy grasp a system that is offered us practically without price, and which will so improve our financial status as to place us in a position in the community worthy of the attainments possessed by our craftsmen? The Aladdin that will do all this and

more is Co-operation and the Wonderful Lamp is a knowledge of costs.

A knowledge of costs will dictate correct selling prices. Following a knowledge of costs and correct selling prices will be an era of quality—an era that will redound to the dignity and importance of the "Art Preservative."

I cannot refrain from a reference to the fact that while there is an absence of desire to allow for depreciation of plant by the average printer, there is ever present too prevalent a desire to provide for depreciation of himself and his calling. Let each one within my hearing—and those who may read these humble, but earnest words—resolve here and now to "transpose" his "composition" and determine to allow liberally for the first and "delete" the latter in the future.

The way to take up this question of depreciation is to install a cost system, which will make it incumbent upon you to have an inventory made of everything in your shop. When in possession of this inventory it will be but a simple matter in your monthly statement to set aside the necessary allowance for depreciation.

To those who do not have a monthly statement drawn off—no matter how small or how large you may be—permit me to put in a plea towards doing so.

"Monthly statements, filling in work tickets, keeping records on everything. Why, we won't have time to do anything else?" I imagine I hear some good soul giving utterance to this belief. However, don't you believe it. It will take some time and some labor, it is true, but not so much of either as you may at first suppose. But as these records and statements are absolutely essential to a successful operation of business, why should time be denied the procedure? Time is given up to other unprofitable things—such, for example, as the boss burying his nose in the space box trying to save the cost of a compositor when he should be in the office figuring out a scheme of operation—that is, carrying out his cost finding system, and establishing profitable selling prices. Let the slogan be "Appreciation of self-depreciation of plant."

To carry out a cost finding system, to take off monthly statements, to allow for depreciation, to put the proprietor on the payroll—all this means that the printers of the country must get together by organizing into County Guilds, Boards of Trade, Press Associations, etc., and adopt profitable selling prices. The practice of doing work for any old price rather than let the other fellow have it must be stopped—and no doubt will be stopped when you men learn to know what it costs to do business and when you begin to appreciate your own work. In saying this, I do not wish to be understood as an advocate of "hold-up" prices or anything of that sort. Indeed, the very opposite is the case, as a correct knowledge of cost is a guarantee of a correct selling price—the element of guess work being entirely eliminated, all receiving a square deal.

Is there any valid reason, for instance, why there should not be a staple price throughout Ontario for all standard jobs? Is it any greater crime for printers to charge a standard price for a standard article than it is for railroads, fuel dealers, doctors, dentists, grocers, dry goods dealers and hundreds of others? A notable thing is the fact that—and please let this sink in—those in your community who sell their wares or perform their duties at a set rate are the prosperous residents—the ones who own automobiles and good houses.

As a closing observation, let me say with all emphasis that a great momentum has been given to a rejuvenation of the printing and publishing business of North America, and unless you are satisfied to be classed as one too dead to be moved, you will be obliged to join ranks in the march of progress, so why not get in line voluntarily and early, thereby displaying a comprehension of a duty to yourself, your family and your calling?

Discussion on Mr. Saults' Paper

J. J. Hurley, of Brantford, asked Mr. Saults whether he thought a printer could get prices that would cover an allowance of 10 per cent. for depreciation. Mr. Saults replied that such prices could be got if the printer asks for them and insists on getting them. Of course, it will be much more difficult for one printer to get good prices, while his local competitors continued to quote ridiculously low ones than if all printers in the locality increase their prices at the one time. So he urged educational work and co-operation, and said the printers of his city (Winnipeg) have succeeded, after years of persistent endeavor, in getting prices near to the point where they should be—both in Winnipeg and throughout the west. Much of the credit for this, he said, was due to the work of the Winnipeg Printers' Board of Trade. "Our price book," said he, "is the business bible of the western printers." He suggested that the congress should evolve some schedule of prices for the common jobs of printing.

Atwell Fleming, of Toronto, said no equipment depreciates more rapidly than does the printer's. When he buys a press or font of type it goes into his plant account at its full purchase price. At the close of 1911 this account stood at $28,000, which is just what the plant actually cost. He takes care of depreciation in a contingency account. In eight years his plant has been written down to $15,150. "The trouble in the printing business," said Mr. Fleming, "is that many printers have been fooling themselves by believing they have made money, when in reality they have not made it at all. They have made no (or insufficient) allowance for depreciation."

Several members of the congress asked how the writing off for depreciation of the suggested amounts would affect them in case of a fire. Henry P. Porter, of Boston, replied to these questions. He said every printing plant has three values: a replace value, an insurance value and a depreciated value. The replace value of a plant is the cost of replacing it in running order. The insurance value is practically the inventory value, without depreciation. The depreciated value is the value after proper allowance has been made for depreciation.

Mr. Porter said the purchase price of equipment is merely rental paid in advance for its estimated life. The printer who does not own the building in which he has his plant pays a monthly rental for it—so he does for his plant, only this rental is usually paid in advance. Depreciation is just as much a factor of

cost as is the proprietor's own salary. It is just as important a factor as any, and the printer's attitude toward it will have much to do with his success or failure. A Massachusetts printer told at the Philadelphia cost congress how he had his eyes opened as never before to the importance of adequate allowance of depreciation. He wanted to borrow money from his banker, and told him he had a cylinder press worth $1,400. The banker asked *"How much does it weigh?"* and thus showed his opinion of depreciation.

Speaking to the question of how to care for depreciation on the books, Mr. Porter advised that the plant be carried at its original cost in a plant account. Depreciation should be carried as a reserve account entirely separate from the plant account. This account should not be headed simply "depreciation reserve," as such a heading might indicate that it was a provision for past depreciation. In writing off certain accounts for depreciation the printer is really putting away a reserve for future depreciation.

J. H. L. Patterson, of Toronto, reminded the members of the congress that they frequently wish to change some part of their equipment before it has been installed many years. The amount that is allowed for an old machine in exchange for a new one is much less than its depreciated value, even at the rate recommended by the first international cost congress.

J. G. Wilson, of Toronto, asked the chairman how much he wrote off each year for depreciation. Mr. Macoomb replied that he wrote off 25 per cent. on type and 10 per cent. on all other equipment. He explained that these percentages were taken off the depreciated value of the plant so that the amount written off a given piece of equipment was smaller each succeeding year. Several said "No, no," in answer to Mr. Macoomb's explanation, and Mr. Chester B. Ames read the recommendation of the first international cost congress that the standard rates of depreciation be figured on the original cost of the equipment rather than on its depreciated value.

John M. Imrie, of Toronto, said 10 per cent. was too high an allowance for depreciation on a cylinder press in the average combined weekly newspaper and job office. This press runs from one to two days a week, and is idle on other days.

Geo. H. Saults, of Winnipeg, took issue with Mr. Imrie, and claimed that the cylinder press in this type of office is usually a second-hand press that has been discarded by some city printer. He thought 10 per cent. per annum was little enough to write off on such a press, and asked who would buy it at any price if the weekly publisher wished to sell it. Mr. Saults said there were twice-a-week editions in many of these plants, so that the press was running much more than two days a week.

Mr. Imrie replied to Mr. Saults by pointing out that the talk on depreciation had hitherto been on new machines only. It was a new cylinder press working under the conditions that obtain in the average combined weekly newspaper and job offices that Mr. Imrie had in mind when he said 10 per cent. was too high an allowance for depreciation. He again insisted that this figure is too high, and said the bi-weekly newspaper is dying fast, and would die even faster during the next few years. 90 per cent. of the newspaper publishers in the villages and towns of Canada are weeklies, and less than 10 per cent. are bi-weeklies. The cylinder press in this type of office was bought for a certain class of work, namely, the newspaper. It runs an occasional poster and an occasional form of book work. But it is for the newspaper chiefly, and if new will continue to do this class of work to the complete satisfaction of the proprietor for a considerably longer period than 10 years.

Mr. Imrie said few plants of this class attempt to do high-grade catalogue work. They realize that the equipment required for this kind of work is altogether different from that required for their newspapers, and most of them are quite content to allow it to go to the city office.

"But," said Mr. Imrie, "the printers in the villages and towns want a little reciprocity in this matter. Most of them are quite willing that the printers of the cities should take the high-grade catalogue work of the manufacturers in their own towns, but they feel that you should leave to them the small job work of the local merchants." He said the chief obstacle Mr. Donly and he had to overcome in their cost educational work throughout the province was not the apathy or indifference of the proprietors of weekly newspaper and job offices, but the cut throat competition they receive from city printers. At every district cost conference they have been asked this question: "What are you doing to educate the printers of Toronto and other large cities? It is all very well to talk cost to us, but it is almost impossible for us to get fair prices, because the travelers from city offices are coming into our towns and quoting prices that are away below the cost that the cost system would show in our office." "If you who own city plants and have travelers soliciting job work in the towns and villages of this province," said Mr. Imrie, "are in earnest in your desire to better conditions throughout the whole province you can best co-operate in improving these conditions by calling your men in, or at least seeing that they quote fair prices." The applause that greeted Mr. Imrie's remarks showed that his sentiments were endorsed by many members of the congress.

A. N. Payne, of Ottawa, said he must protest against what Mr. Imrie has said about the city printers. He said the Ottawa Printers' Board of Trade had invited the publishers of the Ottawa Valley to attend their meetings, urged them to use the board office, and in every way offered to co-operate with them. He said only three publishers had answered their letters. He thought the trouble was with the combined weekly newspaper and job office plants rather than those in the city. They did not seem inclined to co-operate with the city printers.

Hal. B. Donly, of Simcoe, reminded Mr. Payne that much of Mr. Imrie's time during the last two years had been spent among the proprietors of combined weekly newspaper and job plants. This had given Mr. Imrie an insight into the problems of this class of plant that he did not have when he was a job printer in Toronto, and that Mr. Payne could not have, because his work kept him in Ottawa. Most weekly publishers could cite individual cases of ridiculous prices quoted by city printers to their local merchants to bear out what Mr. Imrie had said. Mr. Donly said a representative of a Toronto office had

recently been in Simcoe and had quoted 65 cents a thousand for note-heads to his Simcoe customers.

W. J. Watson, of Oshawa, agreed with Mr. Imrie that 10 per cent. is too high an allowance for depreciation on the cylinder press in the combined weekly newspaper and job office, but said he wrote off that amount because until quite lately he had made little, if any, allowance for depreciation.

Peter Wilson, of Galt, asked whether 10 per cent. would be sufficient allowance for depreciation on a duplex press that runs a daily newspaper six days a week. J. H. L. Patterson, of Toronto, answered Mr. Wilson's question in the negative. He reminded the members of the congress that the allowance for depreciations should cover the possibility of the machine becoming obsolete before it is worn out physically.

Resolutions Passed by the Cost Congress

The General Committee approved and the Cost Congress adopted the following resolutions:—

Relating to Machinery Supply Houses.

Whereas, the machine hour costs collected by the various printing trades associations are no more an indication of the relative efficiency or profitableness of different types of printing machinery than they are evidence of the ability of the proprietors of the different offices from which these figures were obtained, and

Whereas, it is impossible to draw any conclusions from these hour costs without complete information as to the conditions under which the machines are operated, the kind of work on which they are used, and the number of productive hours, it is hereby

Resolved, that we place ourselves squarely on record as being opposed to manufacturers of machinery using these figures to substantiate claims for low production costs, which not only defeat the very object for which these figures were obtained, but also mislead purchasers of machinery; and be it further

Resolved, that advertising machinery on the basis of "decrease your costs, make lower prices to get business, etc.," is detrimental to the printing industry and should be discontinued by all parties selling machinery.

Relating to Standards.

We recommend the adoption of the principles of cost finding embodied in the standard uniform cost finding system in all printing offices in Canada.

We also recommend:—

1. For the purpose of arriving at the cost of production of printing, we recommend that the standard unit of product shall be the hour in the several departments.

2. That the standard hour cost shall be the gross cost, namely, labor, plus all overhead expense, department and office.

3. That the standard method of caring for the overhead expenses shall be to charge direct to each department all necessary items and to distribute office or general overhead expense on the basis of total department costs, including payroll.

4. That stock handling, storage and shipping may be kept as a separate department or departments, and may be included as an item of the general overhead to the end that same be included in gross cost of mechanical department.

5. To cover cost of handling stock we suggest a minimum of 10 per cent. be added to the delivered price at the plant. Profit to be added to this amount.

6. That the standard rate of depreciation on standard machines to be charged to cost of production shall be 10 per cent. annually of original purchase price.

7. That the standard rate of depreciation on type to be charged to cost of production shall be 25 per cent. per annum of its original cost.

8. That the standard rate of depreciation on type stands, chases, stones, etc., to be charged to cost of production shall be 10 per cent. per annum of their original cost.

9. That the standard rate to be charged off for bad debts shall be 1 per cent. of volume of yearly sales.

11. That the standard terms of sale of the printers' product shall be 30 days net, due on the 10th of the month following date of purchase.

Relating to Future Work.

Whereas, there is here assembled for the first time a representative gathering of printers of Canada, we, the printers here present, grasp the opportunity now presented and approve the following resolutions:—

Resolved, that it is the opinion of the printers here present that the Cost Congress of Printers of Canada should be made an annual affair.

It is further resolved, that a committee be appointed to arrange for the next congress, this committee to consist of the president, vice-president and secretary of each of the organizations now co-operating and represented at this congress, this committee to have the power to add to its number.

It is further resolved, that this committee be instructed to study the question of a permanent organization and to report its recommendation not later than the next congress.

It is further resolved, that this committee be instructed to meet in this room immediately following the close of this session and perfect its organization.

The five other addresses that were given at the Cost Congress will be published in full in our April number.

Two of these addresses explain how the Cost System may be applied to varying conditions. Mr. Ellick gives a demonstration of the Standard System, and Mr. Imrie a demonstration of the C. P. A. Cost System, which is an adaptation of the Standard System to conditions in weekly newspaper and small job offices.

NEWS OF PRESS ASSOCIATION WORK.

More Free Publicity

Bulletin No. 20, issued by the Canadian Press Association on February 13, records requests for free publicity from the following: International Securities Co., Ltd., Winnipeg; Dominion Trust Co., Ltd., Vancouver; Superintendent of Annuities, Ottawa; Dominion Alliance, Toronto; Board of Trade, Kindersley, Sask.; Board of Trade, New Liskeard, Ont.; Salvation Army Immigration Department and Farmers' Help Bureau, Winnipeg; Zam-Buk Co., Toronto; J. I. Case Threshing Machine Co., Toronto; Hydraulic Truck Sales Co., New York; Knox Automobile Co., Springfield, Mass.; American Wagon Co., Chicago; Burroughs Adding Machine Co., Detroit, Mich.; World's Work, London, Eng.; Republic Rubber Co.; Harrison's Nurseries, Berlin, Md.; Royal Alexandria Theatre, Toronto; H. S. Hallman, Berlin, Ont.; Oxygenator Co., Chatham, Ont.; A. McKim, Ltd., Montreal; McConnell & Fergusson, London; J. J. Gibbons, Ltd., Toronto; George N. Moran, New York; Grant S. Bennett, Battle Creek, Mich.; Albert G. Wade Advertising Agency, Chicago; The Thompson-Koch Co., Cincinnati.

Advertising Advertising Campaign Will Commence on March 11

The copy for the first twenty advertisements in the Canadian Press Association's campaign to advertise advertising has been finally passed by the advertising advertising campaign committee and will be sent out in plates or mats on March 2. These advertisements are 450 lines each and will run twice a week, commencing on Monday, March 11. Of the 129 distinct daily newspapers published in Canada, 93 are co-operating in this movement. The schedule of insertions for these papers is arranged as a separate campaign for each city.

Copy for no other campaign that has been brought out in Canada has been prepared with such care as has the copy for this one. It represents the combined ideas of the copy men of several of the largest agencies, the members of the Canadian Association of Advertising Agencies, and the advertising advertising committee of the Canadian Press Association. Most of the advertisements are directed to the consumer rather than to the non-advertising manufacturer, as in this way the latter's interest is aroused without the inclination to argue with the advertisements. But as he reads advertisement after advertisement, and realizes how the newspapers of Canada are demonstrating clearly to the consumers the protection that advertising affords to them and the economy of buying advertised goods, he will realize the decided disadvantage under which he and his products must labor unless he proves his confidence in their value by advertising them.

The two first advertisements in the series are shown on the accompanying page.

Other C.P.A. Activities

The card agreement to allow commissions to such Canadian advertising agencies only as are recognized by the Canadian Press Association has been signed by 56 daily newspapers, 143 weekly newspapers and 17 trade newspapers, giving a total of 216 publications.

The recognition committee met in Toronto on Thursday, February 22, to consider certain matters that had arisen in connection with their work.

The secretary is now arranging dates for Cost Conferences for Niagara Peninsula and the Counties of Kent, Essex and Wellington. All of these conferences will likely be held during March or the early part of April. An effort will be made to organize county or district associations at the close of each conference.

Publishers of Grey and Bruce Counties Organize County Associations

The publishers of Grey County met at Owen Sound on Friday, February 9, at 2 p.m., to confer upon the cost of producing job work and advertising, and consider means of improving local conditions. The meeting was called by the Canadian Press Association, and presided over by the secretary, John M. Imrie, who gave an exposition of the Canadian Press Association cost system for weekly newspapers and small job offices. Several publishers present at the meeting decided to install this system. The Owen Sound Press Association entertained the visiting publishers to supper and at a local house of entertainment in the early evening. A second business session was held at 9 p.m., and at it the Grey County Press Association was organized with the following officers:—President, J. H. Rutherford, Owen Sound *Times;* Vice-President, H. A. Vandusen, Tara *Chronicle;* Secretary-Treasurer, Howard Fleming, Owen Sound *Sun;* Executive Committee, Geo. H. Mitchell, Hanover *Post,* and C. W. Rutledge, Markdale *Standard.*

The Bruce County publishers met at Walkerton on the following day, and after listening to Mr. Imrie's talk on cost, organized the Bruce County Press Association. The following officers were elected:—President, E. Roy Sayles, Port Elgin *Times;* Vice- President, H. A. Vandusen, Tara *Leader;* Secretary-Treasurer, W. J. Wraith, Lucknow *Sentinel;* Executive Committee, S. Wesley, Walkerton *Times,* and A. Logan, Wiarton *Canadian-Echo.*

A joint meeting of the Grey and Bruce Associations will be held early in May, and a special effort will be made to secure the attendance at it of every publisher in the two counties.

Good Programme at Lake Shore Press Association Meeting

Several of the most vital problems that confront the weekly newspaper publisher were discussed by the recently organized Lake Shore Press Association at a meeting in Bowmanville on February 2.

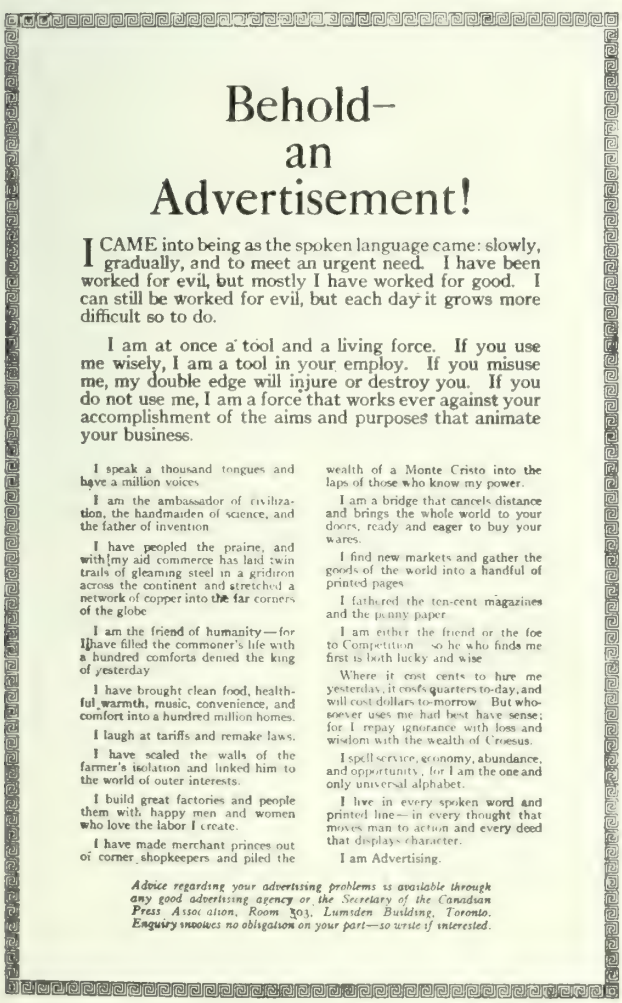
A discussion on the cost of production was introduced by an exposition of the Canadian Press Association cost system, given by John M. Imrie. This was followed by a talk on "Advertising Rates," by W. J. Watson, of the Oshawa *Vindicator*. Mr. Watson said he and his local contemporary, the *Reformer*, had installed the cost system last summer, and it had opened their eyes to the fact that their newspapers were costing them more than they received for them. So on January 1, they increased their advertising rates over 50 per cent—*and held all but one advertiser.*

M. A. James, of the Bowmanville *Statesman*, told how he developed and maintained country correspondents. He emphasized the value of the personal touch between the editor and his correspondents. The correspondents to the *Statesman* are girls, and they are made to feel that their work is appreciated by the editor and essential to the success of the paper. Frequently they are invited to luncheon or dinner at Mr. James' home. C. T. Lapp, of the Brighton *Ensign*, referred to a suggestion for a printed heading for the paper that is supplied to correspondents that recently appeared in *Printer and Publisher*. Mr. Lapp adopted this suggestion and found it made the correspondents more careful as to the nature of the "news" they sent to the *Ensign*. A feature of this form is a list of what is and what is not news.

Over an hour was spent in discussing a paper on "Editorial Policy," read by S. Farmer, of Port Perry. Mr. Farmer confines his editorials almost exclusively to local topics, and deals with them in an independent, fearless manner. He urged greater care in the preparation of editorials and simplicity in style. Mr. James gave the following order of importance to editorials in a country weekly: (1) Home interests; (2) school interests; (3) church interests, and (4) agricultural interests. He said the personality of the editor and his reputation for high ideals should be and could be made one of the newspaper's best assets. Several publishers referred to the confidence that is placed in editorials in the rural press as being much greater than that placed in the editorial pages of the metropolitan dailies.

The election of officers for the ensuing year resulted as follows: President, W. J. Watson, Oshawa *Vindicator;* First Vice-President, S. Farmer, Port Perry *Star;* Second Vice-President, J. Wilson, Cobourg *Sentinel-Star;* Secretary, A. S. McLeese, Oshawa *Reformer;* Treasurer, John Murkar, Pickering *News;* Executive Committee, above officers and G. W. James, Bowmanville *News,* and Thos. B. Lapp, Cobourg *World.*

Oshawa was selected as the place, and April 19 as the date of the next meeting.



Behold—an Advertisement!

I CAME into being as the spoken language came: slowly, gradually, and to meet an urgent need. I have been worked for evil, but mostly I have worked for good. I can still be worked for evil, but each day it grows more difficult so to do.

I am at once a tool and a living force. If you use me wisely, I am a tool in your employ. If you misuse me, my double edge will injure or destroy you. If you do not use me, I am a force that works ever against your accomplishment of the aims and purposes that animate your business.

I speak a thousand tongues and have a million voices.

I am the ambassador of civilization, the handmaiden of science, and the father of invention.

I have peopled the prairie, and with my aid commerce has laid twin trails of gleaming steel in a gridiron across the continent and stretched a network of copper into the far corners of the globe.

I am the friend of humanity—for I have filled the commoner's life with a hundred comforts denied the king of yesterday.

I have brought clean food, healthful warmth, music, convenience, and comfort into a hundred million homes.

I laugh at tariffs and remake laws.

I have scaled the walls of the farmer's isolation and linked him to the world of outer interests.

I build great factories and people them with happy men and women who love the labor I create.

I have made merchant princes out of corner shopkeepers and piled the wealth of a Monte Cristo into the laps of those who know my power.

I am a bridge that cancels distance and brings the whole world to your doors, ready and eager to buy your wares.

I find new markets and gather the goods of the world into a handful of printed pages.

I fathered the ten-cent magazines and the penny paper.

I am either the friend or the foe to Competition—so he who finds me first is both lucky and wise.

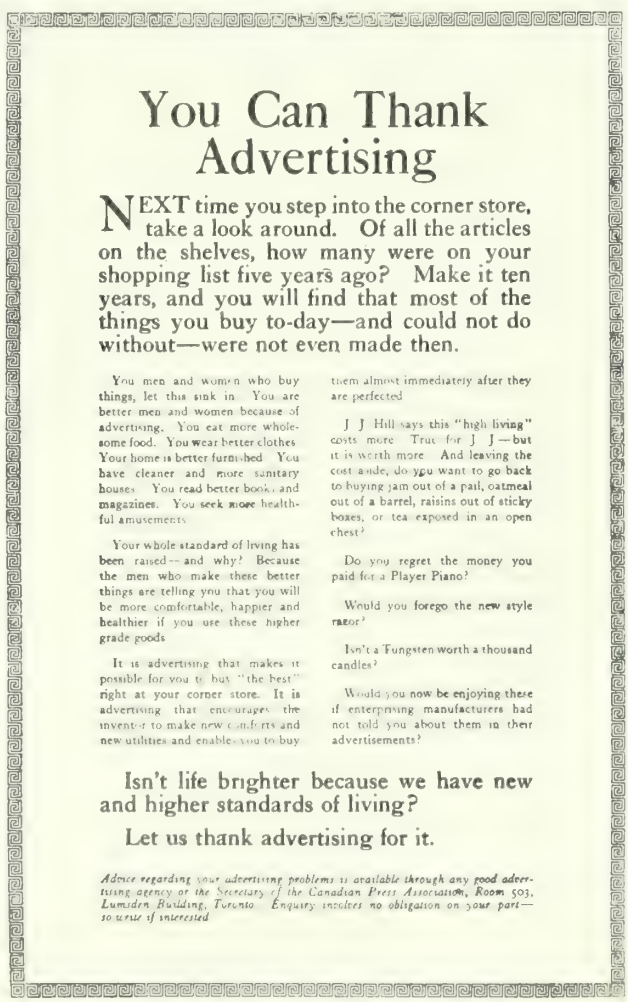
Where it cost cents to lure me yesterday, it costs quarters to-day, and will cost dollars to-morrow. But whosoever uses me hard best have sense; for I repay ignorance with loss and wisdom with the wealth of Croesus.

I spell service, economy, abundance, and opportunity, for I am the one and only universal alphabet.

I live in every spoken word and printed line—in every thought that moves man to action and every deed that displays character.

I am Advertising.

Advice regarding your advertising problems is available through any good advertising agency or the Secretary of the Canadian Press Association, Room 503, Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write if interested.



You Can Thank Advertising

NEXT time you step into the corner store, take a look around. Of all the articles on the shelves, how many were on your shopping list five years ago? Make it ten years, and you will find that most of the things you buy to-day—and could not do without—were not even made then.

You men and women who buy things, let this sink in. You are better men and women because of advertising. You eat more wholesome food. You wear better clothes. Your home is better furnished. You have cleaner and more sanitary houses. You read better books and magazines. You seek more healthful amusements.

Your whole standard of living has been raised—and why? Because the men who make these better things are telling you that you will be more comfortable, happier and healthier if you use these higher grade goods.

It is advertising that makes it possible for you to buy "the best" right at your corner store. It is advertising that encourages the inventor to make new comforts and new utilities and enables you to buy them almost immediately after they are perfected.

J. J. Hill says this "high living" costs more. True for J. J.—but it is worth more. And leaving the cost aside, do you want to go back to buying jam out of a pail, oatmeal out of a barrel, raisins out of sticky boxes, or tea exposed in an open chest?

Do you regret the money you paid for a Player Piano?

Would you forego the new style razor?

Isn't a Tungsten worth a thousand candles?

Would you now be enjoying these if enterprising manufacturers had not told you about them in their advertisements?

Isn't life brighter because we have new and higher standards of living?

Let us thank advertising for it.

Advice regarding your advertising problems is available through any good advertising agency or the Secretary of the Canadian Press Association, Room 503, Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write if interested.

The first two advertisements in the Canadian Press Association's Advertising Advertising Campaign.

The Printer & Publisher

The MacLean Publishing Co., Limited
143-149 University Avenue
Toronto, - Canada

PRESIDENT - JOHN BAYNE MACLEAN
EDITOR AND MANAGER - - JOHN M. IMRIE
ASSOCIATE EDITORS: W. A. CRAICK AND J. H. IMRIE

BRANCH OFFICES

MONTREAL, 701-702, EASTERN TOWNSHIP BANK BUILDING - O. S. JOHNSTON
WINNIPEG, 34 ROYAL BANK BUILDING - - - - - - L. C. HARKNESS
VANCOUVER, B.C., 18 HARTNEY CHAMBERS - - - - - H. HODGSON
NEW YORK, U.S., 115 BROADWAY - - - - - - - R. B. HUESTIS
CHICAGO, ROOM 607 MARQUETTE BUILDING, 140 S. DEARBORN ST. A. H. BYRNE
LONDON, ENGLAND, 88 FLEET STREET, E.C. - - - - - E. J. DODD

THE PRINTER AND PUBLISHER is published on the 30th day of the month preceding that for which the issue is dated. Subscription rates: Canada, one year, $2.00; six months, $1.00. United States, $2.50 a year. Great Britain and Colonies, 8s.6d. Elsewhere, 12s. Contributions are solicited and prompt payment will be made for all accepted matter.

The Herald of a New Day

THE adverse weather conditions that prevailed at the time give added significance to the presence in Toronto last month of 350 printers and allied craftsmen in response to the call to the first Eastern Canada Cost Congress. The full significance of this gathering cannot as yet be estimated, but it may quite properly be considered the herald of a new era in Canadian printerdom.

The various organizations of master printers and the Canadian Press Association have been working for some time to improve conditions in the larger cities and rural districts respectively. Their efforts have been attended by a good measure of success and contributed much to the success of the Cost Congress. But it provided for the first time a forum in which the city printer, the town printer, the village printer and members of the allied trades met on equal terms and discussed cost and co-related questions that are of common interest. This discussion has created a better understanding of each other's conditions and problems and showed how each branch of the allied trades may co-operate with other branches to the benefit of all. The co-operative spirit thus developed will greatly facilitate cost educational work in Canada and give to it a new and impelling impetus.

A Cost System in Every Plant

THE Cost Congress has emphasized the need of a cost system in every printing plant in Canada. Several speakers portrayed in vivid language the evils that go hand-in-hand with lack of knowledge of cost of production and others told of the changes that are taking place in the various sections of the trade and individual plants through the installation of Cost Systems.

The proprietors of many large plants have realized for some time their need of a cost system, but hesitated to go to the trouble and expense of installing one. Mr. Ellick demonstrated to the complete satisfaction of the Congress that a cost system is not the intricate time-wasting piece of red tape that many printers suppose it to be, but in reality an economizer of time and a saver of detail.

Other printers whose plants are small or who publish weekly newspapers also have the erroneous idea that the size of their plant or the peculiar conditions under which it is operated make unnecessary or impossible the installation and successful operation of a cost system. But Mr. Imrie proved to them that the very conditions that differentiate their plants from the larger ones increase rather than obviate their need of a cost system and showed how the principles embodied in the Standard System may be applied to this class of plant in a way that will occupy comparatively little of the proprietor's time.

The old lack-of-system, guess-timating method of conducting a printing establishment has been shown up in its true light and only those who place more value upon adherence to tradition and past customs than increased profits should continue to operate their plants without a cost system.

Better Organization Necessary

THE need of better organization also has been made plain through the Cost Congress. The messages given by Mr. Porter from Mr. Cushing, and out of his own experience have conveyed some idea of the value the United Typothetæ of America has been to the master printers of United States. These messages and the closer-to-home illustration afforded by the Canadian Press Association's work among the combined newspaper and job plants emphasize the need of some federal organization that would link together the various master printers' associations now established, and extend their work in their respective cities and to the many other cities that are unorganized.

The need of some such organization is pressing heavily just now upon the men in whose minds the idea of an Eastern Canada Cost Congress originated, and who are most anxious that the maximum of

benefit should result from it. They know that the interest and enthusiasm aroused by the Congress should be followed by aggressive cost educational work among the printers of each city and an effort to bring them into closer co-operative relations with their local confreres and the printers of other cities. They know that cost experts should be available for the installation of cost systems in the large plants whose proprietors have realized at the Congress their need of them. But they know also that no such organization exists and no organizers or field men are available.

What Kind of Organization

BUT there are indications that this much needed organization will be established ere long. Many times during the past year has *Printer and Publisher* urged its need, and a few months ago in order to bring matters to a head, we asked the United Typothetæ of America to make a definite proposition for the extension of its work in Canada. This proposition was made in our January number, and the Graphic Arts Board of Trade of Toronto, and the Master Printers' Association of Ottawa, have endorsed it. It was repeated in President Cushing's message to the Cost Congress and will soon be considered by other associations of master printers.

The Cost Congress appointed a committee to consider the question of a permanent organization of printers. This committee consists of the Presidents, Vice-Presidents and Secretaries of the Canadian Press Association, the Graphic Arts Board of Trade, of Toronto, the Master Printers' Associations of Toronto and Ottawa, and the Printers' Boards of Trade of Montreal and Winnipeg. These gentlemen will consider the proposal made by the United Typothetæ of America and the other plans of organization. Their deliberations will be watched with intense interest for they will mean much to Canadian printerdom.

Honesty and Cleanliness in Advertising

THE coming convention of the Canadian Press Association should take a stand in favor of the exclusion from Canadian newspapers of much fake, fraudulent and offensive advertising that is now given a place in them.

This stand would be justified by the principle of ultimate profit as well as by the more altruistic one that has to do with the obligation of a newspaper to its readers. The sentiment in favor of honesty and cleanliness in advertising which has been born of the Ad. Club movement in United States should not be disregarded by the Canadian publisher who is building for to-morrow as well as to-day. The Ad. Club movement is taking a firm grip on the buyers of advertising in Canada. They, too, will soon realize the greater value of advertising in a newspaper whose advertising columns have the confidence of the public because they are closed to the fake, fraudulent or offensive advertisement than in one in which their advertisements will appear with others that are fraudulent or filthy.

The Ad. Clubs of United States are working to place an Honest Advertising Law on the statute books of every state in the union. Would it not be much more dignified and honorable for the press of Canada to do its own house-cleaning rather than to be forced to do it by the honest and clean advertisers?

Signed Contributions

IT is announced from Melbourne, Australia, that the Federal House of Representatives, on the conclusion of a sitting on the electoral bill, lasting 36 hours, has adopted a clause compelling the writers of all paragraphs, leaders, special articles and reports relating to candidates or to the issues of any election, to sign the same and give the writer's address.

A somewhat similar action has been taken recently by two Canadian papers, which have announced that they will no longer publish letters without the writer's signature.

This desire to get rid of anonymity and to relieve the press of all responsibility for such expression of opinion is a sign of the times, which seeks to prevent a misuse of the reading columns of newspapers. It might well be taken into consideration whether something should not be done in Canada to make public the source of political contributions. A few months ago we referred to the legislation on the subject of the State of Massachusetts. It may seem a radical step, but it is one in the interests of political morality.

Sizing Up Advertising Power

THE Psychological Department of McGill University have been attempting to get at the popular opinion on the drawing power of advertisements. They have sent to representative men slips of paper, asking them to state what paper they like best, what features of it especially appeal to them, what attention they give to advertisements, what advertisement attracts them most, whether they like best display type or illustrations, and several other questions.

It is doubtful whether satisfactory replies can be had to these queries, as it is a part of human nature to express opinions that are generally held, and not those of the individual himself, but apart from this side of the question, the inquiry cannot but be helpful. There is a lot of hitting in the dark about advertising, and the nearer it can be brought to a science the better. Newspaper publishers might well follow the example of the McGill professors and study out the drawing power of the advertising that appears in their papers. It should not be a very difficult matter to ascertain the sort of advertising that appeals to the greatest number of people in each locality. Such an investigation would not be without its value.

WHAT THE PRINTERS' BOARDS OF TRADE ARE DOING

New Officers for Toronto Board

There seems to be a spirit of optimism prevalent as regards the printing business, and rightly so. The printer is surely, but slowly awakening to the fact that his business is an important one and should be placed on a basis where the returns are commensurate with the energy and brain work expended and the capital invested.

At the Annual Business Meeting of the Board, held on February 6, at McConkey's Restaurant, the following Officers and Executive Committee were elected:

President, F. M. Kimbark; Vice-President, Clarence James; Treasurer, F. N. W. Brown; Executive Committee, Atwell Fleming, A. Macoomb, R. T. McLean, Richard Southam; Secretary-Manager, Chester B. Ames.

Some new methods and ideas will be worked out this year, with, we believe, favorable results.

The working committees for 1912 will shortly be announced, and it is the intention of the new Executive to ask that all so appointed should give of their time and influence freely.

Richard Southam, A. Macoomb, Atwell Fleming and the Secretary attended the Annual Meeting of the Montreal Printers Board of Trade, held on February 10th. This meeting, like all the previous ones, was replete with interest and socialability, and the way it was managed was certainly a credit to those connected with it.

Business in Toronto is good. All the offices seem to be busy, and the outlook for the year was never better.

A little more confidence; a little more charity for the mistakes of others; a little more belief that one does not know it all, but is willing to learn; a little more get-together spirit; and it will be much easier for the printer of to-day to do business as it should be done and to get his rightful profit.

Always remember, however, that increased prices carry with it the obligation to give better service and better quality. This is absolutely necessary. I find that the printers are more and more educating their customers to the necessity of using better stock, better inks and better printing generally. These are steps in the right direction and should be continued.

CHESTER B. AMES,
Secretary.

Winnipeg Board Active

The Winnipeg Printers' Board of Trade still continues to flourish, since last month two new members have been added to the roll, The Norwood Press and The J. T. Bragg Printing Company. All the members are using the new Price Book recently issued and almost all the Printers of Western Canada have been supplied with the new book.

The regular luncheon will not be held February 22, owing to the absence of several of the members who are in attendance at the Cost Congress being held in Toronto this month.

Interest in the Estimating Class has not abated and the attendance keeps up to the standard. They will be held every second Tuesday during March and April, and expect that they will be productive of much good.

ALVIN S. DUNBAR.
Manager.

Bright Outlook in Ottawa

The printers of Ottawa were never in as good a position as now—thanks to the talks Mr. Imrie and Mr. Ames gave us recently. We have been struggling along from year to year, seeking some means of escape from the many evils, and we feel now our time has come. We have an Association comprising all the printers in the city, and all seem enthusiastic over the future. As an evidence of the good feeling, nearly every Master Printer in Ottawa attended the Cost Congress in Toronto.

We have established a Price List, based on the Ben. Franklin prices, figured to local conditions, and it is working fine. Each member has a handsome copy of a loose-leaf binder containing his price list, and now he is in a position to give a just price on all work. We hold a weekly meeting, and much benefit is derived from putting on the blackboard all contentions or interesting jobs. Then we all see what the right price is. They are all interested, and just at this time when the Annual Statements are due, it is opportune to compare and see where each man stands.

Printer and Publisher is much appreciated by our members and its manager is doing a good work. Wait until you see us one year hence, when all the members have a Cost System—then will we rank among the best and most progressive of any Canadian city. It has been an uphill fight, but the result compensates. Everybody is happier and feels that it is worth the labor.

A. N. PAYNE,
Secretary.

Hamilton Printers Re-organize

Following a meeting of the Hamilton printers, held on February 7, to hear Messrs. Ames and Imrie explain the objects of the Cost Congress, a meeting for the re-organization of the Hamilton Master Printers' Association was held on February 14. The re-organization was effected and the Association will meet on the second Wednesday of each month. It will work along purely educational lines. Philip Davis, of the Davis Printing Co., is Secretary.

Montreal Board Holds Annual Banquet

The Fourth Annual Banquet of the Montreal Printers' Board of Trade was held at the Place Viger Hotel, on February 10. Over one hundred guests, including members of the Board, sat down to dinner.

Charles S. J. Phillips, president of the Montreal Printers' Board of Trade, acted as toast master and occupied his place as usual in masterly style. The formal toasts of the evening, after the King's health was drunk, were "Our guests" and "Allied Trades." The former toast was proposed by the president and responded to by His Worship Mayor L. A. Lavallee. Addresses were also made by Hon. J. Stearns Cushing, the Councillor of the Governor of the State of Massachusetts, and President of the United Typothetae of America, the Hon. Rodolphe Lemieux, William Green, New York, Chester B. Ames, Toronto and others.

The chairman spoke of the efforts that are being made to establish a School of Printing on practical lines. A committee of our board has this matter in hand, they have had communication with the Technical School committee, have had interviews with the head of the Provincial Government.—Our Board has agreed if it is necessary to help financially.—They have been received very favorably and every encouragement extended; our good Premier even suggesting that we call the Printers of the Province together to discuss the matter thoroughly, and take some sort of action. This your committee propose to do very shortly.

The delegations of guests from the United States and Canada, consisted of the following:—

From New York: Wm. Green, John S. Watson, J. W. Bothwell, James R. Thomson, H. H. Cooke and Charles Paulus.

From Boston: Hon. J. Stearns Cushing, James S. Cox and L. E. Pullen.

From Lowell, Mass.: Harry R. Rice.

From Toronto: Atwell Fleming, Richard Southam, A. Macoomb, and Chester B. Ames.

From Ottawa: Hon. Rodolphe Lemieux, Charles H. Parmelee, King's Printer; Fred Boardman, Supt. of Printing, Government Bureau; George H. Popham, Matthew Esdale, and A. N. Payne.

From Quebec: Thomas J. Moore, and Joseph Dussault.

From Montreal: His Worship Mayor Lavallee.

At the conclusion of the dinner all joined heartily in the spirit-stirring chorus "Allouette," and the banquet came to an end with the National Anthem.

On Saturday noon a luncheon was given the guests at the Montreal Club and a few impromptu speeches were made by the King's Printer, and Messrs. Cushing and Bothwell.

The following day the guests were entertained to a sleigh ride and a trip to the Park Slide on Mount Royal.

CHAS. H. TICE,
Secretary-Manager.

Halton County Publishers Meet

As most of the publishers in Halton County, Ontario, had arranged to be present at the Cost Congress in Toronto, the president called a meeting of the association for Friday, February 23, in that city. The main business that came before the meeting was the presentation of reports and the election of the following officers: President, R. White, Milton *Reformer;* Secretary, W. J. Fleuty, Oakville *Record.*

"Printer and Publisher" in South Africa

In a letter to John Dickinson & Co., Ltd., Montreal, the manager of the Klerksdorf (Transvaal) *Record* expresses his appreciation of an article entitled "Keeping in touch with Country Correspondents," that appeared in a recent number of *Printer and Publisher.* The incident is interesting, not merely because it illustrates the universality of *Printer and Publisher's* circulation, but more particularly because the *Record* office was captured by the Boers during the South African war, and operated by them until the cessation of hostilities.



Members and Guests of the Montreal Printers' Board of Trade at their Annual Banquet on February 10.

Prices For Steel Engraving and Embossing

The steel and copper plate engravers of United States have been applying the cost system to their respective plants. As a result of this investigation into the cost of steel engraving and embossing, the National Association of Steel and Copper Plate Engravers has issued the following scale of minimum prices:—

ENGRAVED VISITING CARDS.

Engraving plate (name only), including stock and printing 100 cards:—

Script	$ 1.50	Solid Roman	$ 2.75
Block	2.25	Shaded Old English	3.50
Solid Old English	2.50	Shaded Ronde	3.50
Solid Ronde	2.50	Shaded Roman	3.75

Extra per line for address or reception days:

Script	$ 0.40	Solid Roman	$ 1.25
Block	0.75	Shaded Old English	1.75
Solid Old English	1.25	Shaded Ronde	1.75
Solid Ronde	1.25	Shaded Roman	2.00

Printing cards from plate (including stock):—

50 cards	$ 0.75	100 cards	$ 1.00

WEDDING INVITATIONS, ANNOUNCEMENTS AND ENCLOSURE FORMS.

Engraving, per line:—

Script	$ 0.75	Solid Roman	$ 2.00
Block	1.50	Shaded Old English	3.00
Solid Old English	1.75	Shaded Ronde	3.00
Solid Roman	1.75	Shaded Roman	3.00

STOCK AND PRINTING.

Invitations and announcements, per 100	$ 4.00
Enclosure cards, per 100	1.50

BUSINESS CARDS.

Centered lines, and those in any corner are all to be considered as separate lines, and as an example of this the Commission submits the following copy of a five-line plate:—

Arthur B. Jones,

Boston, Mass.

Representing
The United Trust Company,
171 Chambers Street.

Engraving, per line:—

Script	$ 0.75	Roman	$ 2.00
Block	1.25	Solid Old English	1.75

Stock and printing:—

Per 100	$ 1.00	Per 1000	9.00
Per 500	$ 4.75		

EMBOSSING ON SOCIAL DIES.

The price for two quires to apply in full on any lesser quantity.

One color, two quires	$ 0.45	One color, five quires	$ 0.90
Bronze, do.	0.60	Bronze, do	1.15

ILLUMINATING SHIELD DIES.

One color and bronze, two quires	$ 1.05	One color and bronze, five quires	$ 2.25
Two color and bronze, two quires	1.40	Two color and bronze, five quires	3.00

ILLUMINATING MONOGRAM DIES.

One letter and bronze, two quires	$ 1.20	One letter and bronze, five quires	$ 2.75
Two letter and bronze, two quires	1.50	Two letter and bronze, five quires	3.50
Three letter and bronze, two quires	1.80	Three letter and bronze, five quires	4.25

PRINTING OF DIES AND PLATES.

Power press, length of die not to exceed:

	3½ in.	From 3½ to 5½ in	From 5½ to 7 in.	From 7 to 8½ in.
	Per M.	Per M.	Per M.	Per M.
1,000	$4.00	$4.50	$5.00	$5.50
3,000	3.60	4.00	4.50	5.00
5,000	3.25	3.50	4.00	4.50
10,000 or over	3.00	3.25	3.75	4.25

Intermediate quantities at higher prices.

NEWS ITEMS

MARITIME PROVINCES.

The New Glasgow Eastern Chronicle is likely to issue a daily edition in the near future.

The Sydney Post will move into its new building on Dorchester Street, early this month.

John M. O'Brien, at one time editor of the Vancouver World, died at St. John, N.B., on February 11.

S. R. Tarr, managing editor of the Canadian Finance, Winnipeg, was a recent visitor to the Maritime Provinces.

The New Freeman Publishing Co., of St. John, held its annual meeting during February. J. W. V. Lawlor was re-appointed manager.

The Stationery Job Printing Co., Limited, has been incorporated in St. John with a capital stock of $5,000. H. V. McKinnon, G. E. Logan, M. W. Doherty, R. E. Walker and A. A. Agar were the applicants for incorporation.

W. B. Foster, B.A., editor and manager of the Lunenburg News, is going to Saskatoon and other western points early this month in search of a good opening for a man with ability and experience to make good in newspaper work.

Honorable B. F. Pearson, K.C., proprietor of the Halifax Herald, died at Halifax on January 31, after a two months' illness. Mr. Pearson was born in Nova Scotia fifty-six years ago, and in addition to being a successful newspaper publisher, was one of the greatest industrial promoters in Canada.

The newspapermen of St. John enjoyed a sleigh drive to Torryburn on Saturday, February 16. After a turkey supper an interesting programme was given, the following, among others, taking part: Harry (Dutch) Irvine (who presided), A. E. McGinley, F. I. McCafferty, Bruce S. Robb, W. D. Ryan, F. J. Corr, H. Campbell, S. Frye, J. B. Dever.

The stationery, printing and bookbinding business of Haszard & Moore, Charlottetown, has been purchased by R. L. Cotton, manager of the Examiner Publishing Company, and will be continued under the name Maritime Stationery, Limited. The concern has a fine printing and binding plant and a large retail store in one of the best locations in Charlottetown.

QUEBEC.

Geo. E. Bingham has joined the Verdon Echo staff.

La Patrie, of Montreal, is installing a new stereotype plant.

Leon Larianne, editor-in-chief of Le Nationaliste, Montreal, was married on February 15.

Libel suits aggregating $200,000 have been launched in connection with the Montreal civil election campaign.

The E. J. Page Printing & Binding Co., Sherbrooke, Quebec, is installing the Standard Uniform Cost Finding System.

The new Montreal Herald building will be ready for occupation on or about April 1. The first of the new presses is now being installed.

E. J. L'Esperance has left the advertising staff of the Montreal Herald to take a position with E. J. Davis Co., a local real estate house.

Frank W. Fox, of the Montreal Witness editorial staff, has been appointed assistant to George Ham, in the C. P. R. publicity department.

Robt. F. Johnson has severed his connection with the Lion Press, Montreal, and this company is now under the sole management of F. J. Twilley.

Leon Trepanier, formerly Montreal correspondent for L'Action Sociale, Quebec, has succeeded M. B. de la Bruere as city editor of the Le' Devoir, Montreal.

Murray Williams, formerly of the Montreal Herald, and for the past year financial editor of the Montreal Star, has left newspaper work and joined a local stock brokerage house.

The Montreal Star has been sued for $30,000 damages by the Stadium Amusement Co. The action is based upon the allegation that the Amusement Company suffered by having their fire insurance policy cancelled through articles published in the Montreal Star dealing with the nature of the Forum building.

Vitatia John Arditti, an Egyptian, who was discharged from the Montreal Witness job department, attempted to shoot the manager of that department, but, fortunately, his revolver refused to work, and Joseph Reilly disarmed him. F. E. Dougall

afterwards presented Mr. Reilly with a gold watch and chain as a mark of appreciation of his bravery.

Brenton A. MacNab, of the Montreal Star, has issued "a statement concerning the methods of certain officers and representatives of the Canadian division of the Institute of Journalists." The statement deals with the publication of a booklet last autumn in which it is alleged that individuals and firms were led to advertise by representations that were not in accordance with facts.

ONTARIO.

A. Talbot, of A. Talbot & Co., London, is on a holiday trip to the West Indies.

The Galt Reporter has launched a newsboys' contest. Cash prizes will be given.

James Patterson, late editor and proprietor of the Meaford Mirror, died on January 31.

A monotype equipment is being installed by W. J. Taylor, Limited, Woodstock.

The Kenora Mining Record has been sold by James Weidman to J. H. Scriver, of Port Arthur.

T. N. Wells, of the Dresden Times, has been elected president of the Camden Agricultural Society for 1912.

Mrs. Isabella McNee, wife of Archie McNee, of the Windsor Record, passed away on February 5, at the age of 68.

Dr. J. A. Macdonald, editor of the Toronto Globe, addressed the Wallaceburg Board of Trade banquet on February 2.

The Leamington Post and News is conducting a library contest in conjunction with a number of merchants in that town.

J. S. Robertson Co., advertising agents, Toronto, have removed to Crown Life building, corner Queen and Victoria Streets.

The Toronto Telegram has completed the large addition to its present building and is re-arranging its equipment.

The Stratford Beacon closed a circulation contest on February 10, and on February 22 the party of winning ladies left for Florida.

A. L. Lewis, for many years a member of the sales force of R. G. McLean's, Toronto, is now manager of Southam Press, of the same city.

Griffin & Richmond, Hamilton, will shortly erect a new building on property recently purchased across the street from their present premises.

C. A. Butterworth, who for 13 years was manager of the Brantford Box Company, has purchased an interest in the McBride Press, of Brantford.

W. J. Stark, until recently business manager of Canadian Farm, Toronto, has been appointed manager of the Inter-Provincial Exhibition at Edmonton.

The Canadian Home Journal, of Toronto, has appointed the Whiting Special Agency, New York, as its exclusive eastern United States representative.

W. J. Taylor, publisher of the Woodstock Sentinel-Review and of Rod and Gun in Canada, has been elected vice president of the Woodstock Board of Trade.

The Public Service Commission is continuing the investigation into conditions in the Government Printing Bureau, that was conducted under the late Government.

J. Nelson Wilkinson, son of Walter J. Wilkinson, editor of the Mail and Empire, Toronto, has been appointed news editor of the Toronto Daily and Sunday World.

R. Duncan & Co's plant, at Hamilton, was almost completely destroyed by fire and water on Monday, February 5. A new plant is being installed in temporary premises.

M. O. Hammond, editor of the Weekly Globe, Toronto, and J. R. Bone, managing editor of the Toronto Star, addressed the Toronto Women's Press Club on January 31.

P. H. Bowyer, editor of the Ridgetown Dominion, and George J. Claxton, editor of the Ridgetown Plaindealer, have been elected directors of the public library in that town.

Hon. R. L. Borden, Sir Wilfrid Laurier and many Cabinet Ministers and members of Parliament attended the annual dinner of the Parliamentary Press Gallery at Ottawa on February 17.

W. A. Buchanan, M.P., publisher of the Lethbridge Herald, addressed the St. Thomas Canadian Club on January 27. Mr. Buchanan was a few years ago editor of the St. Thomas Journal.

The partnership hitherto existing between Adam Cook and James W. Peace, of Hamilton, under the name Cook-Pearce Printing Co., has been dissolved. The business is being continued by Mr. Pearce.

Many towns in western Ontario have petitioned the Postmaster-General to continue the "Flying Post" service out of Toronto, but he says it will cease as soon as the present contract expires.

Hurley Printing Co., Brantford, will add two floors to the one-floor addition recently made to their present premises, and place in it the Expositor job plant, that was purchased some time ago.

The Tillsonburg Liberal office is being remodelled, a portion of the business office being thrown into the composing room to give the mechanical department more floor space and better light.

E. H. Brennan, proprietor of Brennan's printing office, Welland, is again able to attend to his duties, after having been laid up about two months through having his hand crushed in a job press.

D. P. McMullen, of Cheboygan, Mich., who is taking a prominent part in the movement to have an $80,000 federal building erected in that city, was at one time on the staff of the Chatham Planet.

N. B. Black, president of the Times Publishing Co., of Grand Forks, N.D., who was recently elected president of the North Dakota Press Association, was at one time an employe of the Port Hope Guide.

Norman Hapgood, editor of Collier's Weekly, gave an address on "Modern Journalism" to the Ottawa Canadian Club on Feb. 17. He said the death-knell of the sensational yellow press has been sounded in United States.

R. H. Moore, a merchant of Lion's Head, has purchased the plant from which the Holstein Leader was published, and removed it to Lion's Head, where he will shortly commence the publication of a weekly newspaper.

J. H. Rutherford is installing a job plant at Owen Sound in connection with his newspaper, the Times, which has for long held the distinction of being one of the very few weekly newspapers operated without a job plant.

Another printing plant has been established in Toronto, under the name Industrial and Technical Press. The equipment includes two Whitlocks and two linotypes. The new plant will print the Canadian Mining Journal.

An effort was made toward the close of January to establish a new morning daily in Berlin, in opposition to the two evening papers, but the project received little encouragement from local advertisers and was dropped by the promoters.

Peter S. McLean, editor of the Picton Times, passed away on February 15, following a five days' illness from pneumonia. Mr. McLean, who, since his father's death in 1900, has had charge of the Times, was 41 years of age, and leaves a widow and five children.

The statement in this department last month that M. Ringrose, of Pembroke, had bought the Cobalt Citizen business and would revive the paper is a most regrettable error. The Citizen needed no revival for it has been flourishing under the management of E. G. Hand.

L. H. McNamara, of the Bruce Herald, having been appointed customs officer at Walkerton, has sold that paper to Wm. Wesley & Son, publishers of the Times. The combined paper is to be known as the Bruce Herald and Times. This step reduces the number of papers in Walkerton from three to two.

John H. Dingman, for almost sixty years connected with the New York publishing house of Charles Scribner's Sons, passed away in that city recently, aged 73. He was a descendant of the same Dutch Holland ancestry from which came the Ontario Dingmans well known in the newspaper business in this province.

Chester B. Ames, manager of the Graphic Arts Board of Trade of Toronto, and John M. Imrie, manager of Printer and Publisher, spoke to the printers of London at a noon-day luncheon on February 5. On the evening of the same day they met the Brantford printers. To create interest in the Cost Congress was the object of both meetings.

Commenting upon the results of its recent innovation requiring all letters to be signed with the name of the writer for publication, the Windsor Record says: "The Record has watched with gratifying success the plan inaugurated at the first of the year of printing only signed communications. It would appear there have been more letters than ever received. Only one anonymous communication has been sent to the office."

On February 10 the St. Thomas Journal issued an "Industrial and Progressive St. Thomas Edition," containing 24 pages of Sunday magazine size, making, in addition to the regular issue, 38 pages in all—the largest special ever issued in St. Thomas. The

magazine portion was printed on fine paper, and contained write-ups of St. Thomas from the business, civic, industrial and historical point of view, as well as numerous handsome illustrations.

G. Allan McGriffin, of the Star, was elected president of the Toronto Press Club at a meeting in McConkey's on February 16. Dr. Colquhoun, Deputy Minister of Education, was elected hon. president, and Wm. Banks, Sr., of the Globe, hon. vice-president. Other officers chosen for the ensuing year were: J. A. McNeil, Canadian Press, Limited, vice-president; Dr. J. J. Middleton, World, second vice-president; J. A. MacLaren, World, secretary; Fred W. Field, Monetary Times, treasurer; G. S. Andrews, Mail and Empire, and Fred M. Marter, World, auditors.

On February 12 the Lambton Publicity Association held its first annual meeting at Sarnia, the gathering being marked by encouraging reports upon what was at its inception a new departure in the direction of municipal advertising. The association was organized on October 12, 1910, for the purpose of advertising the advantages of Lambton county from the point of view of the agriculturist and fruit grower. Since its inception the association has secured information regarding the possibilities of the county, preparing therefrom a publicity booklet, 15,000 copies of which were printed, the Ontario Government distributing 10,000 of these in Great Britain. Advertisements were also inserted in selected agricultural journals. The experiment has proven so successful that movements are on foot in Essex, Kent and Elgin counties to establish similar organizations for the purpose of advertising those counties.

THE MIDDLE WEST.

The Macleod Advertiser has installed a monoline.

The Mannville Empire closed a voting contest on January 31.

Galvin Goss, publisher of the Banner, at Brooks, Alta., has established the Progress at Carlstadt.

W. H. Glendenning has sold the Swan River Star to Rev. W. Weir, and purchased the Morden Times.

The Moose Jaw Times has moved into its new home on Ninth Avenue, and installed considerable new equipment, including a large Goss press.

The Strathcona Plaindealer, the sale of which was announced last month, is now under the management of Rufus Williams. Clarence H. Stout is editor.

The 22nd anniversary of the establishment of the Stovel Co., Winnipeg, was celebrated on February 9 by a dinner, concert and dance tendered by the firm to their employes.

S. E. Greenway has resigned the editorship of the weekly edition of the Winnipeg Free Press, to become director of the extension work of the Saskatchewan College of Agriculture.

Alvin S. Dunbar, manager of the Winnipeg Printers' Board of Trade, was a guest of the Machine Composition Club, of Chicago, at the weekly luncheon of that body on February 20. He told of the work that is being done in Winnipeg by the local board.

The publishers in the vicinity of Camrose, Alta., met in that town on February 3 to discuss newspapers and job problems. A. A. P. McDowell was chairman and J. A. Honey secretary of the meeting.

John Stovel and George H. Saults returned to Winnipeg on February 28, after a trip to the West Indies. They attended the Cost Congress at Philadelphia on the going trip, and the one at Toronto on the return journey.

The liquidators of the Daily News Publishing Co., Limited, of Calgary, have been ordered by Justice Simmons to pay $250 to Mrs. C. D. Clark, in settlement of a claim for a prize won in a contest before the News ceased publication.

BRITISH COLUMBIA.

George Murray will publish a weekly newspaper at South Vancouver.

J. B. Goodwin has left the Vancouver News-Advertiser to take charge of the financial page on the World.

Many Vancouver printers attended the Pacific coast cost congress held in Los Angeles on February 21-23.

W. R. Gordon, formerly connected with Vancouver and New Westminster papers, has gone to Fort George to take editorial charge of the Tribune. This paper was established by the late John Houston.

House and Home is the name of a woman's magazine established in Vancouver. R. Bruce Bennett, for some years news editor on the News-Advertiser, is the editor, while the business manager is H. Hodgson.

The Vancouver News-Advertiser has taken advantage of the high rents in the down-town district and converted part of its ground floor into business offices. This necessitated the moving of the small job presses to the floor above.

The Vancouver Press Club held a Bohemian night on February 7, which was a great success, the rooms of the club being filled to overflowing until after midnight. Several attractive features were put on, including a number of boxing bouts, with a programme of vocal and instrumental numbers. It was one of the best shows staged at the club.

Vancouver newspapers have adopted the policy of publishing letters from correspondents only over the names of the writers. The News-Advertiser was the first to start this about a year and a half ago, following the Colonist, of Victoria. Now the World and the Province have adopted the same rule.

The Sun, Vancouver's new morning paper in the Liberal interest, started publication on Monday, February 12. The staff is as follows: J. P. McConnell, managing editor; J. H. Gerrie, news editor; A. M. Burns, telegraph editor; E. J. David, city editor; H. Boothman, suburban; P. W. Heyer, financial; B. S. Coleman, marine; W. J. Bryan, sport; Miss Ross, society.

The news was received in Vancouver with regret of the death at St. John, N.B., recently, of J. M. O'Brien. The late Mr. O'Brien was editorial writer on the World ten years ago, and though unknown to the present generation of newspaper workers in Vancouver, he is well remembered by the old-timers. He did good work in the days when the paper was under the charge of the late J. C. McLagan, who started the World in 1888.

The annual dinner of the Press Gallery at the Legislature in Victoria is becoming an important event. This year's (held on February 2) was very successful, and was attended not only by ministers, but by prominent newspapermen from other parts of the province. The attendance included His Honor the Lieutenant-Governor, Premier McBride, Hon. Dr. Young, Hon. Thomas Taylor, Hon. W. R. Ross, Deputy Speaker Hayward, A. H. B. Macgowan, M.P.P., who is a noted friend of the newspaper boys; H. G. Parson, M.P.P., H. C. Brewster, who constitutes the loyal opposition in the House; Alex. Lucas, M.P.P., L. D. Taylor, Vancouver World; C. H. Lugrin, Victoria Colonist; J. P. McConnell, Saturday Sunset; Maxwell Smith, Fruit Magazine; Ernest McGaffey, Victoria; W. E. Blakemore, Victoria Week, and officials of the House. R. J. Hartley, of the Victoria Times, president of the Gallery, presided, supported by F. R. McNamara, of the Vancouver Province, as vice-chairman. A welcome visitor was D. N. McIntyre, formerly city editor of the Colonist, who is now provincial fishery inspector.

PENROSE'S PICTORIAL ANNUAL.

Penrose's Pictorial Annual, the Process Year Book for 1911 to 1912, edited by William Gamble, has just been published. It is a complete history of the year's development in the process engraving and printing trades. Amongst the many useful articles of practical value to process engravers and printers are the following:—"Economy in Color Proofing," "Half-tone Posters," "Immediography, and new Reproduction Process," "Is standardization in Process Work Possible?" "Photography as an Aid to Advertising," "The Progress of Newspaper Illustrations," "The Year's Progress in Process Work" and "Canada's Queen City." The book is copiously illustrated in black and white and color and for typographical excellence, Penrose's Pictorial Annual is a fine production.

A TASTY HOUSE ORGAN.

W. J. Gage & Co., Toronto, produced an exceptionally attractive number of their house organ, "Quarterly Echoes," at the New Year. It had a seasonable cover, in the foreground of which appeared a fine large turkey, while the inside pages were decorated with an appropriate border in a green tint. The contents were of varied interest.

THE TYPOGRAPHY OF ADVERTISEMENTS.

F. J. Trezise, one of the best typographers of the day in United States, has issued a new book on the typography of advertisements. The purpose of the book can be gathered from the head note to one of the chapters, in which the author says: "The minute the compositor begins to work on an advertisement, that minute he becomes a salesman, and his major thought should be to set an advertisement that will sell the goods. Fads, fashions and mechanical cleverness must be secondary to the selling factor in his presentation of the subject." This book can be secured through the Technical Book Department of the MacLean Publishing Co., Toronto.

A Cost System

demonstrates inevitably the unfailing economy of Ready-Print Service for your paper.

Over six hundred Canadian newspapers go to press this week, and every week, on Ready-Printed Sheets.

Wilson Ready-Prints are as indisputably indispensable to-day as they were forty years ago.

They are up-to-date to the last minute. They will reach you by the same train every week in the year.

Ask us for further information, particularly about our profit-sharing plan.

The Wilson Publishing Company of Toronto, Limited, 73 West Adelaide Street, Toronto.



The Monotype Exhibit at the Cost Congress.

TRADE NOTES

PRESS INSTALLATIONS.

James Annard has been in Canada for some time representing the Northern Press & Engineering Co., Limited, South Shields, England. He has recently erected an All Size printing machine for ready prints for Toronto Type Foundry Co., Limited, Regina; a 2-color bulletin printing and folding machine (printing from the web with curved type) for the Toronto Globe, and another All Size machine for Wilson Publishing Co., Limited, Toronto.

RECENT LINOTYPE INSTALLATIONS.

The following newspapers or printing plants have recently installed linotypes or monolines: Burard Publishing Co. (publishers



Thomas Bland, manager of Canadian Linotype Limited, in his private office.

of Vancouver Sun), four No. 5's; New Glasgow Chronicle, 3 monolines; Toronto Star, Mergenthaler lead, rule and border caster; Toronto Telegram, Mergenthaler lead, rule and border caster, and two Model 8's; Saskatchewan Province, Model 5; MacLean Publishing Co., Toronto, Model 8; temporary plant of Halifax Herald, Model 8 and three Model 5's; Jackson Press, Kingston, Model 8; Sault Ste. Marie Star, Model 8; Brandon Sun, Model 5; Edmonton Journal, Model 5; Hurley Printing Co., Brantford, Model 8; Methodist Book Room, Toronto, two Model 8's.

PILOT BOND.

Pilot Bond is the latest addition to the list of "Best Value" bond papers of the Union Card & Paper Co., New York. The line is made in white and seven remarkably bright, tasteful colors, with all the desirable characteristics of bond papers costing nearly twice as much. Rich enough for the finest business stationery, its price is low enough to allow for large editions. Adapted for every process of printing, Pilot Bond commends itself particularly to large users of form letters.

THE MONOTYPE AT THE CONGRESS.

One of the most interesting features of the Cost Congress was the exhibit of Miller & Richard, Canadian agents for the Lanston Monotype Machine Co. This exhibit filled a large room close to the one in which the sessions of the Congress were held. Its nature may be realized by the accompanying photograph. The magazines shown in the two rows on the right and left walls of the room are set upon the monotype. Below the row of magazines on the right wall is a collection of Canadian booklets and catalogues including many of the best that have been produced in this country all set on the monotype. At the back of the illustration is shown a picture of the new monotype building at Philadelphia, and below it copies of the booklets and catalogues covered in an article in the February number of Printer and Publisher, entitled, "Notable Booklets and Catalogues Produced by Canadian Printers." It turns out that many of these booklets and catalogues were set on the monotype. Below the row of magazines on the left wall is a collection of newspapers that are set on this versatile machine. One that attracted considerable attention is the Harvest Number of the Saskatoon Phoenix, containing almost 100 pages. Other monotyped booklets and catalogues are shown on the table in front of this collection. Matrices and other parts of the machine are exhibited on the table in the centre of the room. Here are shown monotype faces also.

TIME RECORDS ARE USELESS UNLESS ACCURATE.

One of the points emphasized by Mr. Ellick in his address at the Cost Congress was the need of absolute accuracy in time records. The only plan by which the printer can be absolutely sure that the time records of his employees are accurate is to have them recorded mechanically by a time stamp. The Stromberg Electric Chronograph will give you the EXACT time that has been spent on every job. It fits into any cost system. Read about it in the booklet, "How to Establish a Cost System in a Printing Office," that will be sent free by E. A. Greene Co., 189½ Church Street, Toronto.



With a $25 Lino Tabler equipment, transferable in an instant from one standard Linotype machine [illegible] typesetting set intricate tabular matter, at nearly straight-matter speed, with every face and [illegible] two-letter Linotype matrices, on full-length, unsawed slugs. Brass Lino-Tabler rule of all foundry [illegible] illustration, costing one to two cents a foot, is quickly inserted, the rules resting securely on shoulder of slugs. [illegible] equipment, as $25 [illegible] machine plant will be equipped for $100; or five-year licenses, payable $20 [illegible] established concerns. Very few users of the system whose tabular output is five per cent of their [illegible] renew their contracts at expiration. Address, for contract form, any Mergenthaler Linotype Agency or CHICAGO LINO TABLER COMPANY, Inland Printer Building, Chicago. Tribune Building, New York

WILLIAM C. HOLLISTER [illegible] 2 4 21 3 ASHTON G. STEVENSON, Vice-Pres. & Gen. Mgr.



LINO-TABLER INSTALLATIONS.

Lino-Tabler installations in Canada now include practically every linotype plant in Winnipeg the Free Press job department, Stovel Company, Winnipeg Saturday Post, Telegram job printers and several others handling all their tabular matter with the new method. At Ottawa, the Government Printing Bureau is now in its second year's use of the system, and King's Printer Cullin, of Victoria, has recently had several of his machines equipped with lino-tabler matrices. At Calgary, Der Deutsch Canadier has the system in operation, and leading offices in Fort William, Hamilton, Toronto and Montreal no longer consider the production of tabular matter by other means than Inventor Stevenson's. The company's large mounted tabular specimens, showing 1,400 square inches (nearly 400,000 ems) of six-point matter in two tables, forty inches in depth, are on display in the offices of the principal employing printers' associations of the Dominion and have been favorably commented upon by all who have examined them.

ECONOMY THROUGH TRUCKS.

One of the speakers at the recent Cost Congress in Toronto referred to the economy of a liberal supply of trucks in the press and stock rooms. The economy is increased if the Miller incline trucks are used. They are great economizers of time and space, as is evident from the following features: Only one truck is needed to handle several hundred platforms, as each platform becomes a truck; they do away with a lot of re-handling, and they keep the stock in perfect order.

Some of the users of the Miller incline trucks in Canada are: Government printing office, Ottawa; Government stationery office, Ottawa; Miln-Bingham Printing Co., Toronto; Modern Printing Co., Montreal; J. R. Booth, Ottawa; T. Eaton & Co., Toronto; Dodd-Simpson Press, Montreal; E. B. Eddy Co., Hull, Que.; R. G. McLean, Toronto.

Gazette Printing Co., Limited, Montreal, say: "We have been using your trucks in our place for some time and find them very satisfactory; they are great economizers of time and space, besides keeping the stock in much better condition. We never figured out how much they save us, but should think they quickly pay for themselves in a place like ours."

ADVERTISING SOLICITOR WANTED
for newspaper in Canadian city of 125,000; preference given to applicant who has had some advertising experience in Ontario smaller city. Apply by lettter to J. B. Rathbone, Aberdeen Chambers, Toronto.

MOTORS FOR PRINTING PRESS DRIVE
CANADIAN CROCKER-WHEELER CO., LIMITED
ST. CATHARINES MONTREAL VANCOUVER

FOR SALE
NATIONAL ROTARY PERFORATOR
10 Heads.
Only a short time in use. First class condition. Cost $450.
Will sell for $175 cash at factory.
YALE LITHOGRAPHING CO., MONTREAL

NOTICE
We make a specialty of Electrotypes from Halftones.
The National Electrotype and Stereotype Co., Ltd.
73 to 81 Adelaide Street West - Toronto, Ontario

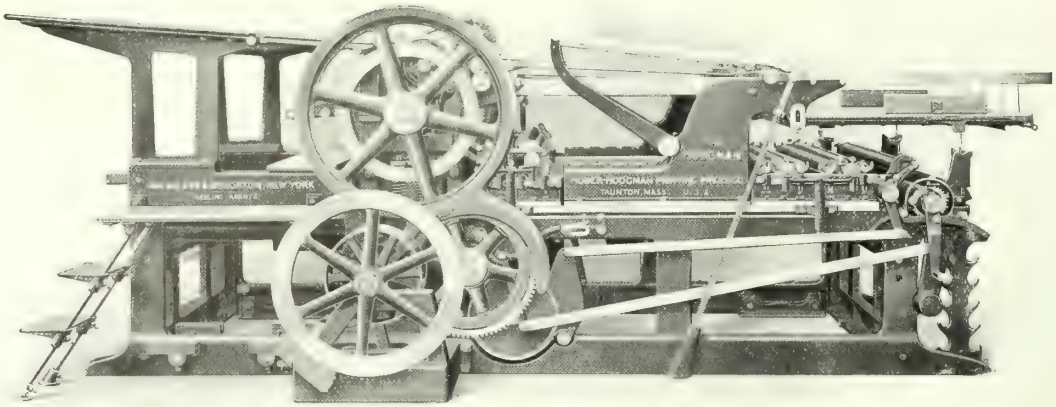
Buntin Gillies & Co. Limited
B & G & C

Strathearn Art Book
WHITE
Specially made and finished for fine cuts.
Try it on your next catalog
7 cents per lb.
Case Lots 6½c. per lb.
Ton Lots 6¼c. per lb.
In stock at Hamilton
WHITE—25 x 38 - 60 lb. - 500s
25 x 38 - 80 lb.
28 x 42 - 80 lb.
28 x 42 - 100 lb.
Samples on application

Strathearn Art Book
TINTS
The delicate tints and fine appearance of "Strathearn" make a catalogue "a thing of beauty and a joy forever."
8 cents per lb.
Case lots 7½c. per lb.
In stock at Hamilton
25 x 38 - 80 lbs. - 500s
BLUE INDIA
GREEN PINK
PRIMROSE
Samples on application
Use Stic Tite the unexcelled Powder Paste

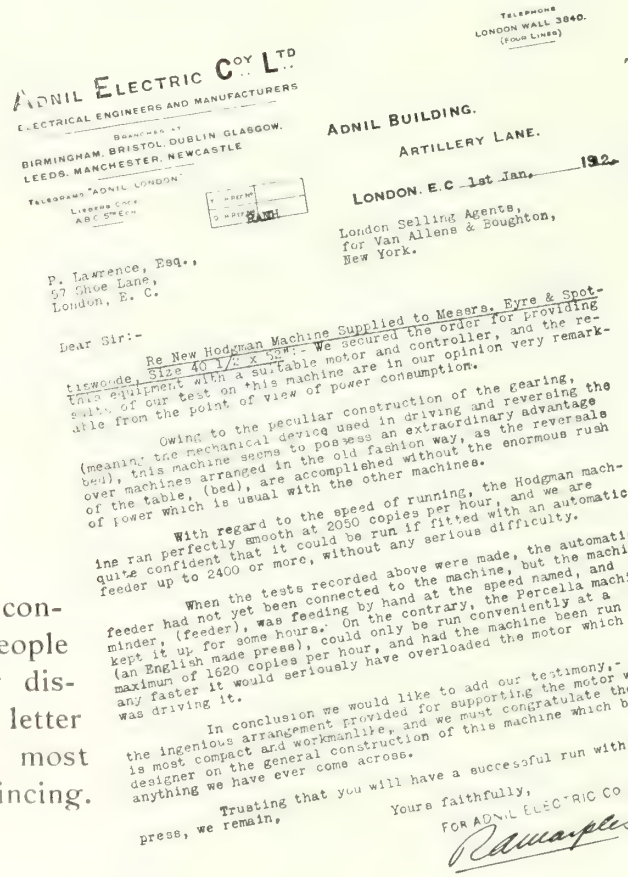
B & G & C Hamilton and Montreal.

The New Hodgman Press



BUILT BY THE HUBER-HODGMAN PRINTING PRESS CO.

An Unsolicited Encomium from a High Class Mechanical Engineer:



ADNIL ELECTRIC Co.Y LTD
ELECTRICAL ENGINEERS AND MANUFACTURERS
BRANCHES AT
BIRMINGHAM, BRISTOL, DUBLIN, GLASGOW,
LEEDS, MANCHESTER, NEWCASTLE
TELEGRAMS "ADNIL, LONDON."
LIEBERS CODE
ABC 5TH ED.

TELEPHONE
LONDON WALL 3840.
(FOUR LINES)

ADNIL BUILDING.
ARTILLERY LANE.
LONDON, E.C. 1st Jan. 192.

London Selling Agents,
for Van Allens & Boughton,
New York.

P. Lawrence, Esq.,
57 Shoe Lane,
London, E. C.

Dear Sir:-

Re New Hodgman Machine Supplied to Messrs. Eyre & Spottiswoode, Size 40 1/4 x 56". - We secured the order for providing this equipment with a suitable motor and controller, and the results of our test on this machine are in our opinion very remarkable from the point of view of power consumption.

Owing to the peculiar construction of the gearing, (meaning the mechanical device used in driving and reversing the bed), this machine seems to possess an extraordinary advantage over machines arranged in the old fashion way, as the reversals of the table, (bed), are accomplished without the enormous rush of power which is usual with the other machines.

With regard to the speed of running, the Hodgman machine ran perfectly smooth at 2050 copies per hour, and we are quite confident that it could be run if fitted with an automatic feeder up to 2400 or more, without any serious difficulty.

When the tests recorded above were made, the automatic feeder had not yet been connected to the machine, but the machine minder, (feeder), was feeding by hand at the speed named, and kept it up for some hours. On the contrary, the Percella machine, (an English made press), could only be run conveniently at a maximum of 1620 copies per hour, and had the machine been run any faster it would seriously have overloaded the motor which was driving it.

In conclusion we would like to add our testimony, - to the ingenious arrangement provided for supporting the motor which is most compact and workmanlike, and we must congratulate the designer on the general construction of this machine which beats anything we have ever come across.

Trusting that you will have a successful run with this press, we remain,

Yours faithfully,
FOR ADNIL ELECTRIC CO LTD.
MANAGER

This letter comes to us entirely unsolicited, and, we think, cannot fail to carry great weight to the unprejudiced mind.

For a voluntary contribution from people who are wholly disinterested, this letter seems to be most thoroughly convincing.

Van Allens & Boughton

H. W. THORNTON, Western Manager
343 So. DEARBORN STREET, CHICAGO

NEW YORK

NR
NUERNBERGER-REITIG

The Universal Type-Maker

IS A TIME-SAVER
A MONEY-MAKER
A CUSTOMER-PLEASER

It gives the printer complete independence in type supply, and enables him to use all his metal to the best advantage.

OUR MATRIX LIBRARIES

permit the printer to rent fonts of Matrices at a nominal rate, and thus to keep his composing-room up-to-date.

Address for all prices and details

UNIVERSAL
TYPE-MAKING MACHINE CO.
321-323 North Sheldon Street
CHICAGO, ILL.

NR

3



1 Statements
2 Invoices

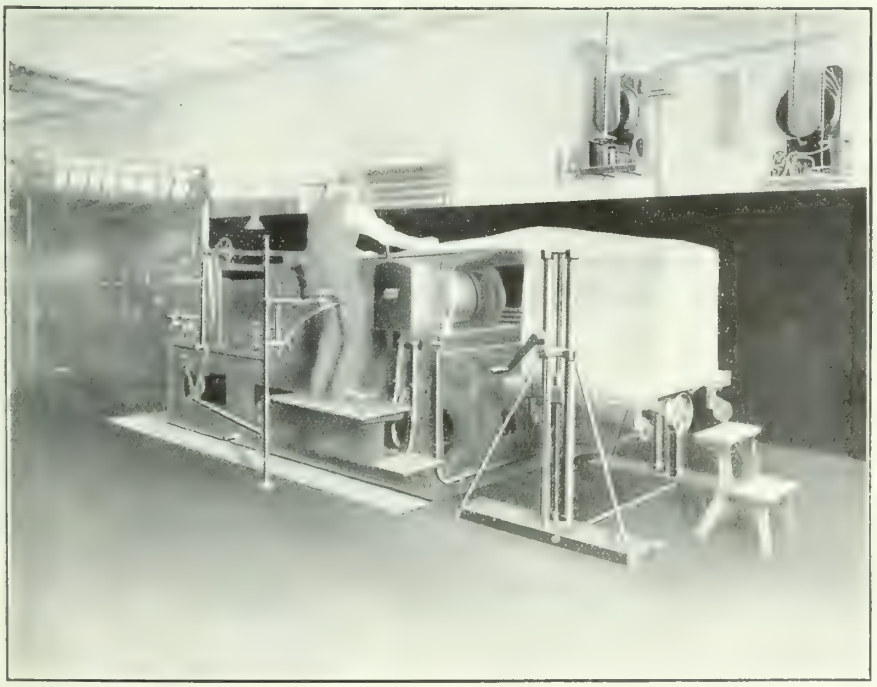
A Third Use For Window Envelope

CIRCULAR LETTERS can be mailed most economically in B-E WINDOW ENVELOPE. ¶ Circular letters of even the best type cost more for addressing and "filling-in" than for multigraphing or printing. They should always be "filled-in"—else they'll go to fill the waste-baskets of your "mailing list." ¶ With B-E WINDOW ENVELOPE you save all the time and money now spent in addressing ordinary envelopes. Use the fill-in for the address. The **Window** does it free

Made in any stock, to match regular letter head. Send for samples and quantity prices. We will see you are supplied, either through regular dealer or direct.

BARBER-ELLIS, LIMITED
62 Wellington St. W., - Toronto

Put Up a Full Day's Run in One Lift



THE WHITE TRUCK ELEVATOR

Is the latest forward step toward press room economy. It gets the maximum output from your presses and folding machines—at the same time effecting a wonderful saving in labor and waste in handling.

The White Truck Elevator can be adjusted to lift any truck. Can be used back of any cylinder press or folding machine, the lift is strong, light and portable—the load rests on ball-bearing screws, so that the smallest boy in your pressroom or bindery can raise it with a full day's run on the truck.

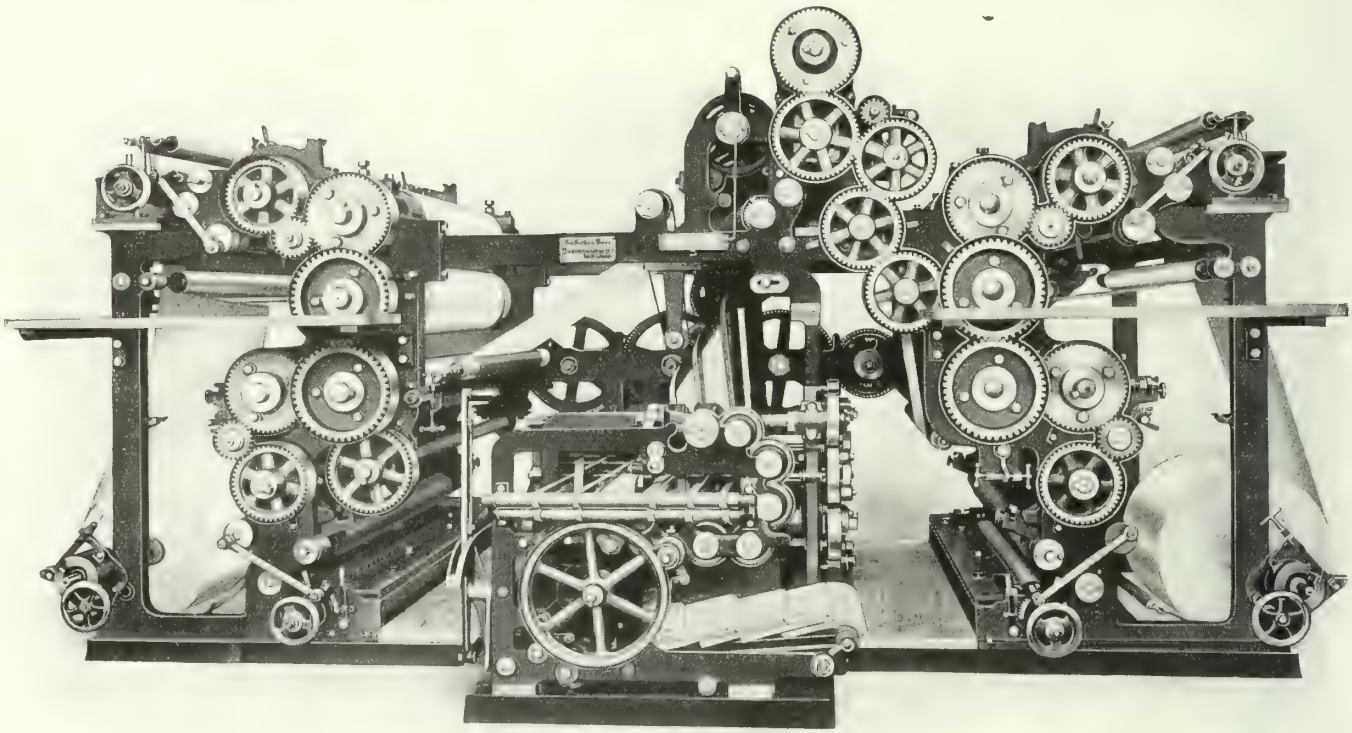
Mention highest point of feeder board from floor when ordering.

Price—$150.00

ECONOMIC PRESS DELIVERY COMPANY
80 EXCHANGE STREET, BUFFALO, N.Y.

The Northern Press and Engineering Company, Limited

TWO-ROLL PRINTING, FOLDING AND INSETTING MACHINE



TUBULAR PLATE MACHINES

The above illustrated machine will produce newspapers of from 4 to 16 pages, all inset and pasted from 2 reels of paper.

A Tubular Plate Machine must print from 4 reels to give the same products.

Our machine will print the above sizes from a single set of plates.

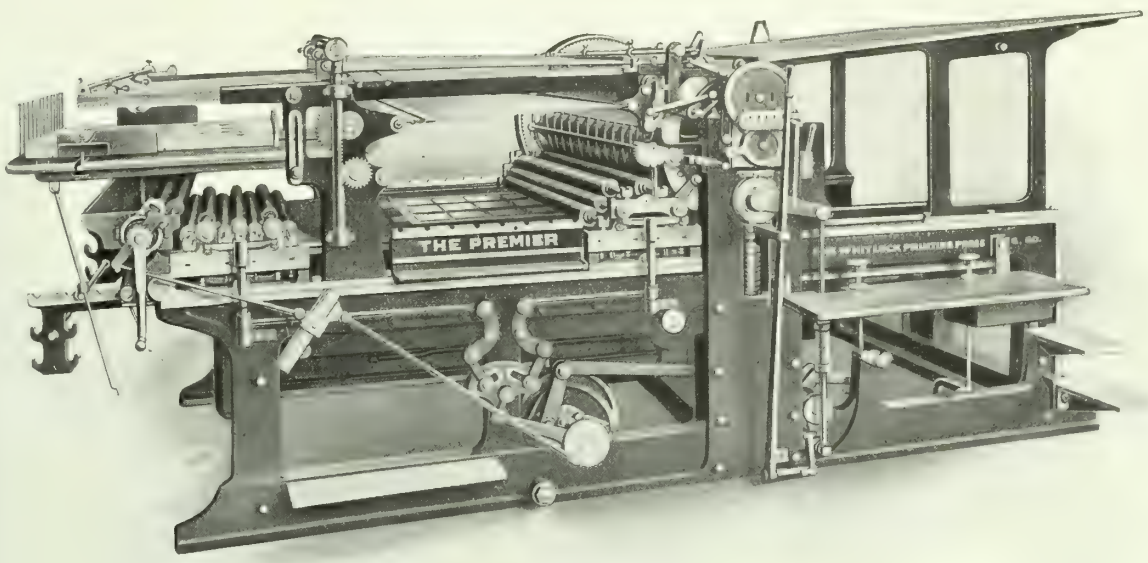
A Tubular Plate Machine must have double the number of ink ducts, double the number of printing and stereo cylinders, double the number of composition rollers, double the number of wheels and bearings to absorb power and oil, and it occupies fifty per cent. more floor space than our Two Roll Single Plate Insetting Machine does.

THE NORTHERN PRESS AND ENGINEERING COMPANY, LIMITED

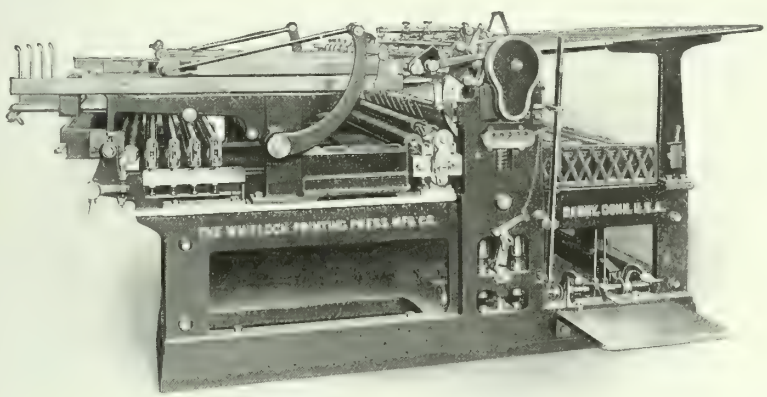
Makers of Rotary Newspaper Printing and Folding Machines of all classes, printing from 1 to 8 rolls of paper. Alsc makers of the "Norpress" Flat Bed Web Printing and Folding Machine and The "Multiplate" Plate Casting and Finishing Machine.

Canadian Representative:

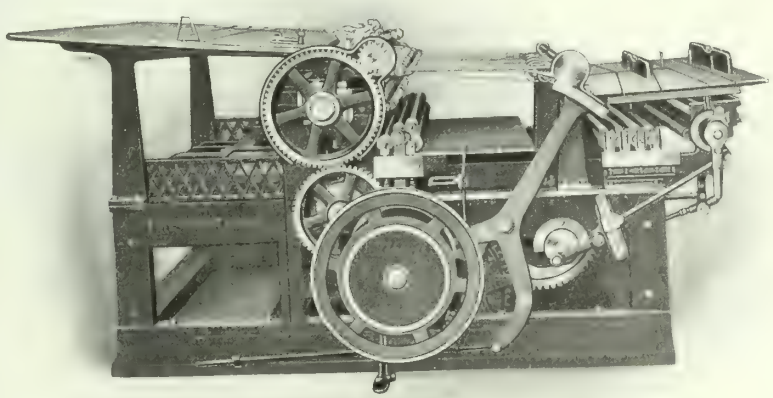
JAMES ANNAND, - BOX 456, TORONTO P.O.,



The PREMIER THE NEW SERIES TWO-REVOLUTION FOUR-ROLLER WHITLOCK PRESS



Pony Whitlock Front Tape Delivery.



Pony Whitlock Front Fly Delivery.

WHY THE PREMIER INCREASES YOUR OUTPUT AND PROFITS

Because it possesses to the amplest and fullest degree every meritorious and valuable features and device found singly in all other makes of Two-revolution Presses. With these combined advantages and additional features of its own, The Premier stands supreme in strength, swiftness and smoothness of operation, and in quantity and quality of output.

The double delivery is by far the simplest, most effective and exact. It is conveniently changeable from printed side up to printed side down, or vice versa, the change taking only two or three minutes.

Having the heaviest distribution, it is suitable for the finest halftone or color process work; special adjustments ensuring perfect register.

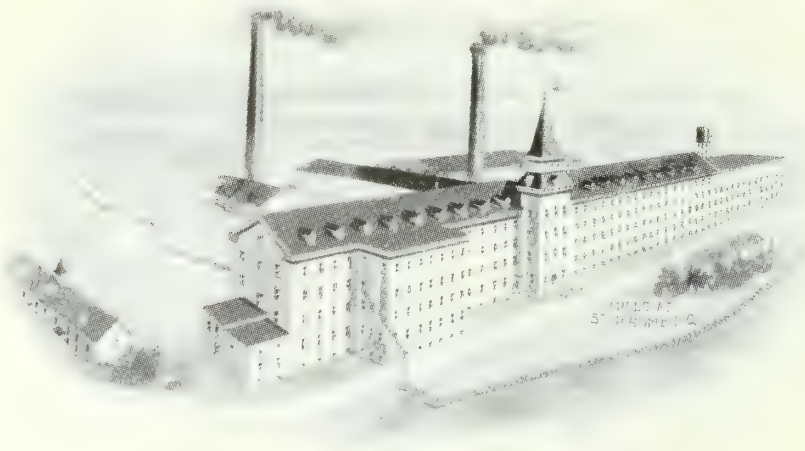
Write at once for more complete information and quotations

Manton Bros.

Canadian selling agents.

TORONTO, -:- Ontario

MADE IN CANADA

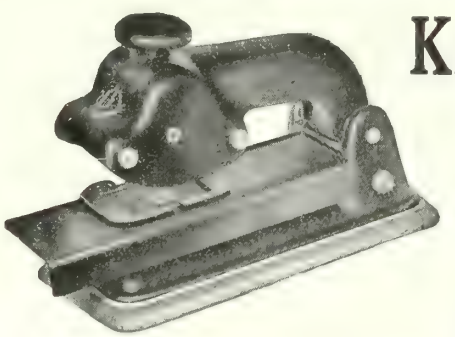


SUPERFINE LINEN RECORD
EARNSCLIFFE LINEN BOND
STANDARD PURE LINEN
EMPIRE LINEN BOND
CROWN LINEN

Samples furnished on request.
Envelopes to match all above lines.

THE ROLLAND PAPER CO., LIMITED

General Offices: MONTREAL *Mills at* ST. JEROME, P.Q.



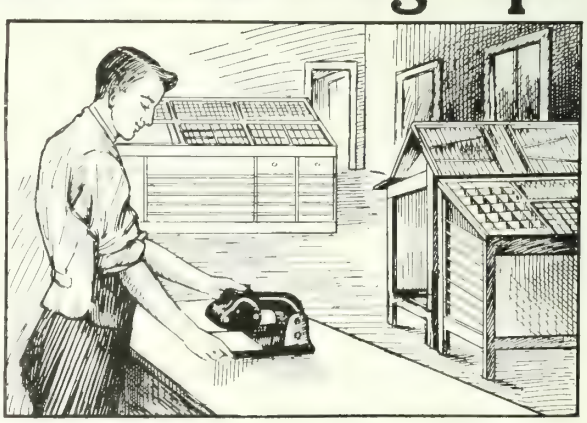
Know Your Exact Labor Costs

It is easy enough to account for the time your workman puts in, but how about a really accurate method of giving the right distribution of that time? Unless you have some mechanical means you are never going to have the right distribution, and if you have not the right distribution you have not the true cost.

The Stromberg Electric Chronograph

fits into any system you already may have. Simply adds to its efficiency. It registers the exact time of commencing and finishing any operation or job, and besides, will get 25% more work out of your foreman.

Write us for our little booklet "How to establish a cost keeping system in a print shop."



E. A. Greene Co.,

AGENTS FOR STROMBERG ELECTRIC CO.
189½ Church Street,
Toronto, Ontario

"Of course we sell Time Clocks of every description."

THE MANN

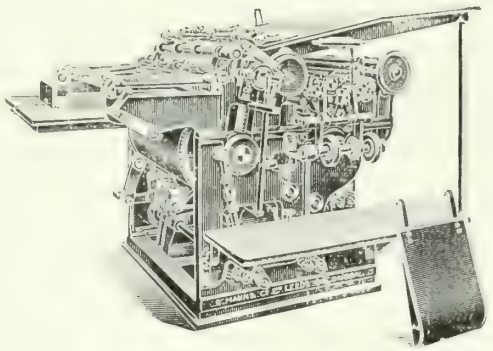
Is the only Successful

OFFSET PRESS

for Color or Commercial Work

Sizes: 19 x 24 to 42 x 64

Another prominent concern orders six Mann Offset Rotaries.



HAS NO EQUAL

Hundreds Sold

Single and two color Offset Presses, TIN Rotaries, Direct Rotaries and all kinds of Lithographic Machinery supplied.

Particulars and Reliable Information

THE MANN LITHOPRESS CO.
41 PARK ROW -:- NEW YORK CITY

Produce Work that will Advertise You

INKS

Every piece of your work should tell, whoever sees it, that back of it is an up-to-the-minute printer. If you spend money on fine half-tones, modern type faces, and then print them with anything but the best inks, you miss a chance—and the customer who is familiar with the attractive looking results of Sinclair & Valentine inks will know it.

Sinclair & Valentine Co. inks are the kind to compel the confidence of the producer of particular printing. Correspondence is invited regarding our Standard Blacks and Colors, or Special inks.

Tell us your ink troubles.

233 Richmond St. West
TORONTO

173 McDermott Avenue
WINNIPEG

SINCLAIR & VALENTINE COMPANY OF CANADA, LIMITED

To The Weekly Newspaper Publishers of Canada

DO you realize that the MacLean Trade Newspapers are developing advertising for your papers?

In every issue of Hardware and Metal, Canadian Grocer, Dry Goods Review, Bookseller and Stationer, Plumber and Steamfitter, and Men's Wear Review are articles dealing with advertising. No opportunity is missed of impressing upon the merchants in the towns and smaller centres of Canada the value of using space in the advertising columns of their local newspapers.

During last month many of these advertising articles appeared—in all some fifty columns. Below are a few extracts from our February papers.

"Attention of customers to fish department should be attracted by advertising. Tell them that you are giving special attention to this line, and that cleanliness is strictly observed. By a listing of fish with prices, business may often be directly secured." From "Boosting the Fish Department."—Canadian Grocer, Feb. 9.

"One of the first considerations would be a sale of cutlery and silverware . . . . The sure way to accomplish this is to hold a special sale, featuring the goods as strongly as circumstances will allow. The methods to be employed in this connection can be summed up in the one word: advertise. . . . The newspaper is the most potent factor to be used in this connection. The store window is a big help but the weather man must be overcome here. A well frosted window has no attraction for the passers-by. But the merchant makes up what he loses in this way by the fact that people stay in more during the evenings and study the papers longer and more attentively. It is through the medium of the newspaper, therefore, that the dealer should strive to create an interest in his February sales." From "February the Month for Special Sales," Hardware and Metal, Feb 3.

"In the small places, a live dealer should be able to get a fine trade in accessories. Some men have done so, and they have done so by bringing the goods before the people. Advertising is not expensive in the towns. Moreover, practically every one in the district will see the ad., and will think of the goods brought to their attention. A good newspaper advertisement, backed by a good stock and attractive window trim, should bring big business in the smaller places. Some of these have been practically neglected as far as this class of goods is concerned." From "Emphasize Accessories to Draw Trade," Plumber and Steamfitter, Feb. 1.

"All hail John Wanamaker, great merchandiser and King of Advertisers! Hail to the merchant whose force and genius have given him such a commanding position in the mercantile nation to the south of us that he could call upon no less personage than the President of the United States to be present at, and the leading speaker in the dedicatory ceremonies which marked the close of Wanamaker's fiftieth year in business and the formal christening of his new store building in Philadelphia. Of course, there was a big, deep significance to the occasion, an epoch in this, the industrial age; but to the continent at large it was a masterstroke of advertising—the crowning achievement of fifty years of original and often daring business and advertising stunts." From "Some Unique Stunts in Store Advertising," showing results from advertising, a series of articles by E. J. Ryan, Advertising Manager, "The Right House," Hamilton, running in Dry Goods Review.

The stronger the circulation of the MacLean Trade Newspapers the more thorough will be this work of developing business for your newspapers. Believing that the community of interest in this matter will appeal to you, we suggest that when opportunity offers, you advise the merchants of your town to read the papers which we publish in their interests.

The MacLean Publishing Co.
LIMITED
143-149 University Ave. TORONTO, ONT.

BROWN BROS.
LIMITED

Wholesale
PAPER, PRINTERS' and BOOKBINDERS' SUPPLIES

Some of our Specialties

CARDBOARDS
BOND PAPERS
WRITING PAPERS
BOOK PAPERS
MILLBOARD
BOOKBINDERS' CLOTH
MARBLE PAPERS
BEHLEN'S COLORS

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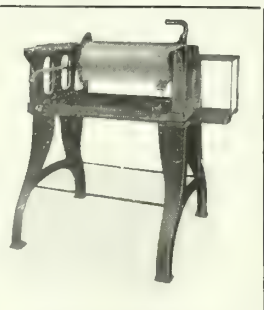
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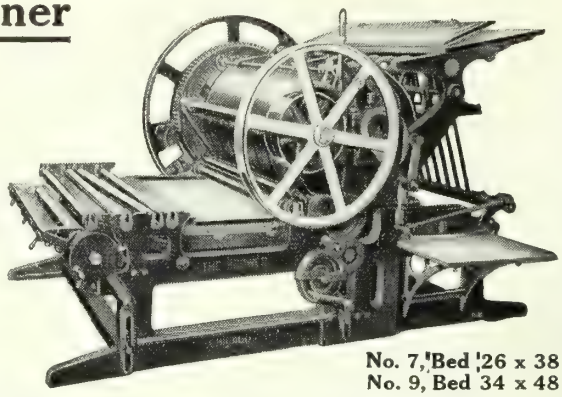
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Morrison, J. L., Co., 445 King St. W., Toronto
Standard Machinery Co., Mystic, Conn.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal, Que.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

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Consolidated Lithographing Co., Ltd., Montreal, Que.
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Gage, W. J., & Co., 84 Spadina Ave., Toronto.
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Canada Printing Ink Co., Ltd., 15 Duncan Street, Toronto.

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Canada Printing Ink. Co., 15 Duncan St., Toronto.
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Hellmuth, Charles, 154 W. 18th St., New York.
Manton Bros., 105 Elizabeth St., Toronto.
Printers' Ink Jonson, 17 Spruce St., New Yory City.
Queen City Printing Ink Co., 105 Davenport Road, Toronto.
Shackell, Edwards & Co., 127 Peter St., Toronto.
Sinclair & Valentine, 1 Mincing Lane, Toronto.

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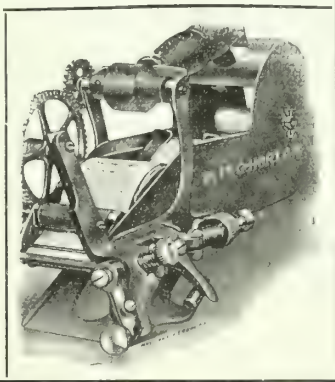
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The publisher who contends that it is good ethics to "stand and wait" for subscribers is like unto the merchant who preaches the same doctrine to the ad man—and the end thereof is the morgue.

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The Inland Printer Co. - 632-634 Sherman St., Chicago, Ill.



Where the Acton Free Press is printed.
Note that nearly all the ink in cabinet is "Bush" Ink.

The Acton Free Press
Acton, Ontario

February 12, 1912.

Chas. Bush Limited,
Toronto, Ont.

Gentlemen,--

I have much pleasure in testifying to the value of the Bush System of handling Printing Inks.

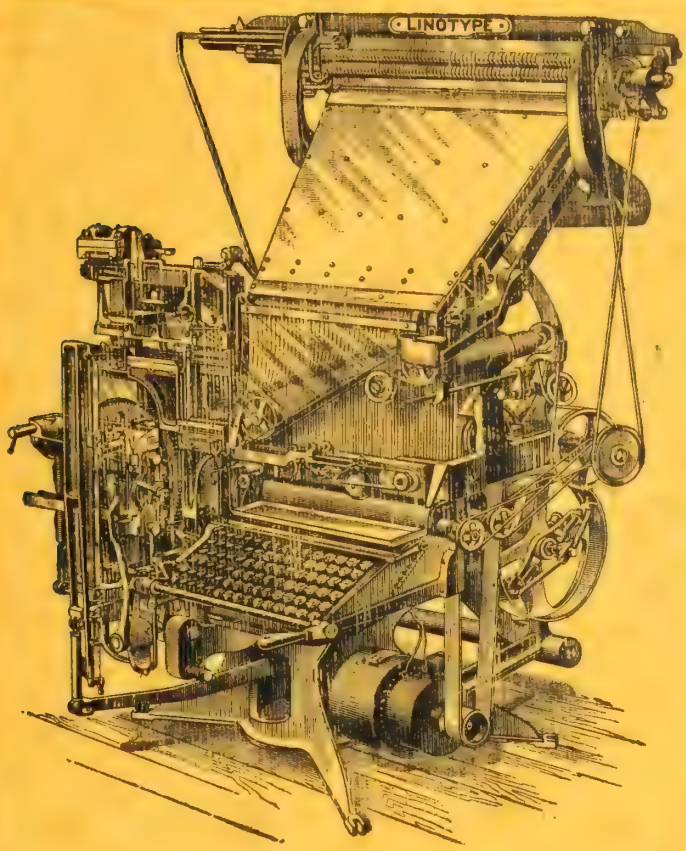
We have been using three of the Bush machines and the Bush tins for several years with very great satisfaction. This system insures a clean and tidy ink can until the last grain of ink is used; it eliminates entirely the wasting of ink by preventing the "skinning," always a feature of the ordinary open top can, and saves from 15 to 25 per cent. of the ink.

The machines are simple, easily attachable in convenient positions and will last a life-time.

While all ink makers are now willing to put their inks in Bush cans, we have found the inks manufactured by Chas. Bush Iimited very satisfactory and since we adopted their system have confined our orders mostly to inks of their manufacture.

Very truly,

H. P. Moore.



INCREASE *YOUR* PROFITS

By Increasing Your Composing Room Efficiency

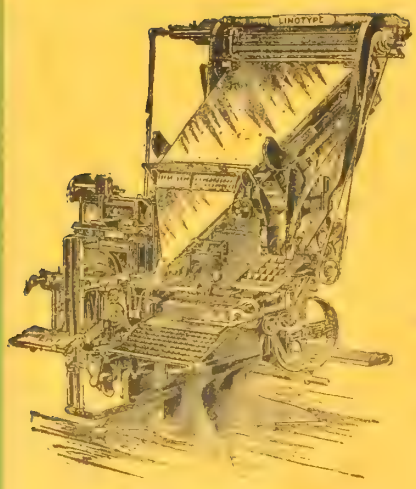
HANDWORK is the most costly element of composing room expense.

Hand composition, hand justification, hunting for sorts, handling in make-up, hand distribution—these multitudinous hand operations loom large in the year's aggregate of costs. They skim the cream from composing room profits. The remedy lies in the use of Multiplex Magazine Linotypes. Four-deckers, three-deckers, single-deckers—all quick change, one-man machines.

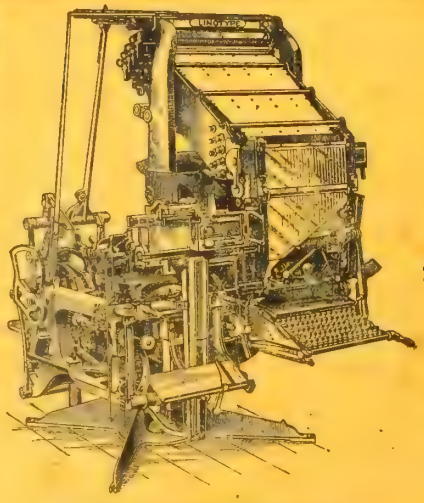
CANADIAN LINOTYPE LIMITED

Formerly Mergenthaler Co., Limited

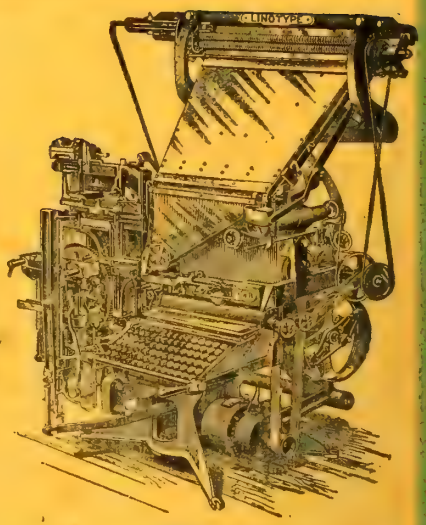
35 LOMBARD STREET -:- -:- TORONTO, ONT.



QUICK-CHANGE MODEL 8
Three Magazine Linotype



QUICK-CHANGE MODEL 9
Four Magazine Linotype



MODEL 10

"THE LINOTYPE WAY IS THE *ONLY* WAY"

to increase your composing room profits. Efficiency, speed and quality of work are made possible through the Multiple Machines.

Publishers of weekly and small daily newspapers will find our Model 10 a wonderful convenience in their composing rooms. The price is $2250.

Investigate it

CANADIAN LINOTYPE LIMITED

Formerly Mergenthaler Co., Limited

35 LOMBARD STREET -:- -:- TORONTO, ONT.

Vol. 21, No. 4 Toronto, April, 1912 Price 20 cents

The Printer & Publisher

The MacLean Publishing Co. Limited
Montreal Toronto Winnipeg

Advertisers Paper Mills

James Gibson Taylor, President

Makers in Holyoke *of* Fine Printing Papers *for* Advertisers

OUR line of "Made in Holyoke" printing papers is the largest and most comprehensive line of **high standard** cover and text papers made by any mill in America. So far as we know we are the only paper makers in the world making a study, as experts, of the needs of advertisers and adapting our product to those needs. Following is a partial list of our brands, which are for sale by paper merchants in the large cities of the United States, Canada, and Great Britain. Printers and **Advertising Managers** who have no samples of these papers should write us.

Advertisers Covers
Antiquarian Covers
Aeolian Covers
Adair Covers
Cloth-of-Gold Covers
Chippendale Covers
Druid Covers
Cadmus Covers
Holyoke Covers
Advertisers Text
Old Veda Book
Booklovers Text
University Text

ADVERTISERS PAPER MILLS
Makers in Holyoke of Fine Printing Papers
FIFTH AVENUE BUILDING NEW YORK

LONDON—10 and 11 Wardrobe Chambers, Queen Victoria St., E. C.

The Advertisers Library of COVER PAPER CLASSICS



THE BOOK OF ANTIQUARIAN COVERS

is a colleetion of masterful examples in the use of Antiquarian Covers which contribute in no small way to the beauty and elegance of the designs and color schemes which demonstrate the adaptability of the paper.

In the course of thirty-six wonderfully fine suggestions you are bound to discover an idea which you can use on your own work. Each design, whether printed in only one or in three colors and embossed, represents a basic principle both in color and form, that may be utilized in many ways. A few words to your stenographer will bring this volume to you, express prepaid.

ADVERTISERS PAPER MILLS

Makers in Holyoke of Fine Printing Papers
Fifth Avenue Building New York

CANADIAN SELLING AGENTS FOR ANTIQUARIAN COVERS
THE BROWN BROS. LIMITED TORONTO : HOWARD SMITH PAPER CO. LIMITED MONTREAL

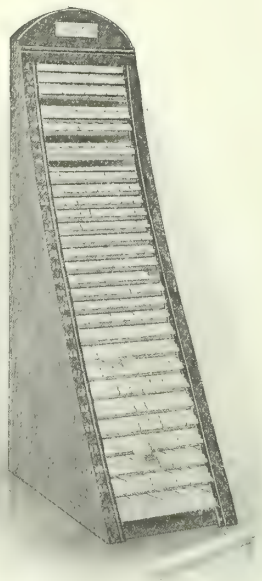
STEEL FURNITURE

These Goods are made in our Sheffield factory—a guarantee of quality



Increase the efficiency of your plant by installing Steel Furniture. It ensures greater accuracy, especially in color work, and eliminates the risk of working up on the press. It makes six times as much blank space as an equal weight of metal furniture; saves time and labor in making up blank spaces, and the forms are lighter, truer, and can be locked up more securely. It also saves considerable office space.

It is made from high grade steel, with the greatest accuracy and superior finish, to the American Point Standard. Being practically indestructible, it is therefore the most economical kind of furniture to use. It is freely coated with a special lacquer to prevent rusting; or can be supplied nickel plated at a slight advance in price.



This furniture is made in 24 point and 36 point body (which work together); the 24 point having one notch and the 36 point two notches, and is made up in the following useful assortments:

Set 1.—Complete set consists of 8 pieces each length. (24 point body) 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40 and 42 ems; and 8 pieces each length (36 point body) 45, 48, 51, 54, 57, 60, 63, 66, 69 and 72 ems; giving a total of 28 lengths, 224 pieces, 1380 inches. In addition to these sizes, lengths of 9, 15 and 21 ems can be supplied in the 24 point body; though not included in the sets, provision is made for them in the cases.

Set 2—Half of set 1 - - -	690 in.
Set 3—The 24 pt. portion of set 1 -	600 in.
Set 4—The 36 pt. " " " 1 -	780 in.
Set 5—Half of set 3 - - -	300 in.
Set 6—Half of set 4 - - -	390 in.

All the pieces are interchangeable, and work with each other.

Cases to hold the furniture at nominal cost.

STEPHENSON, BLAKE & CO.

C. H. CREIGHTON, Manager for Canada

122 BAY ST., TORONTO, CANADA

NATIONAL
STANDARD
COATED PAPER

NATIONAL
STANDARD
COATED PAPER

National Standard Coated Paper is different from other coated papers. As a printing medium it is unequalled at the price, and an entirely satisfactory response to the demand for a strictly high-grade coated paper.

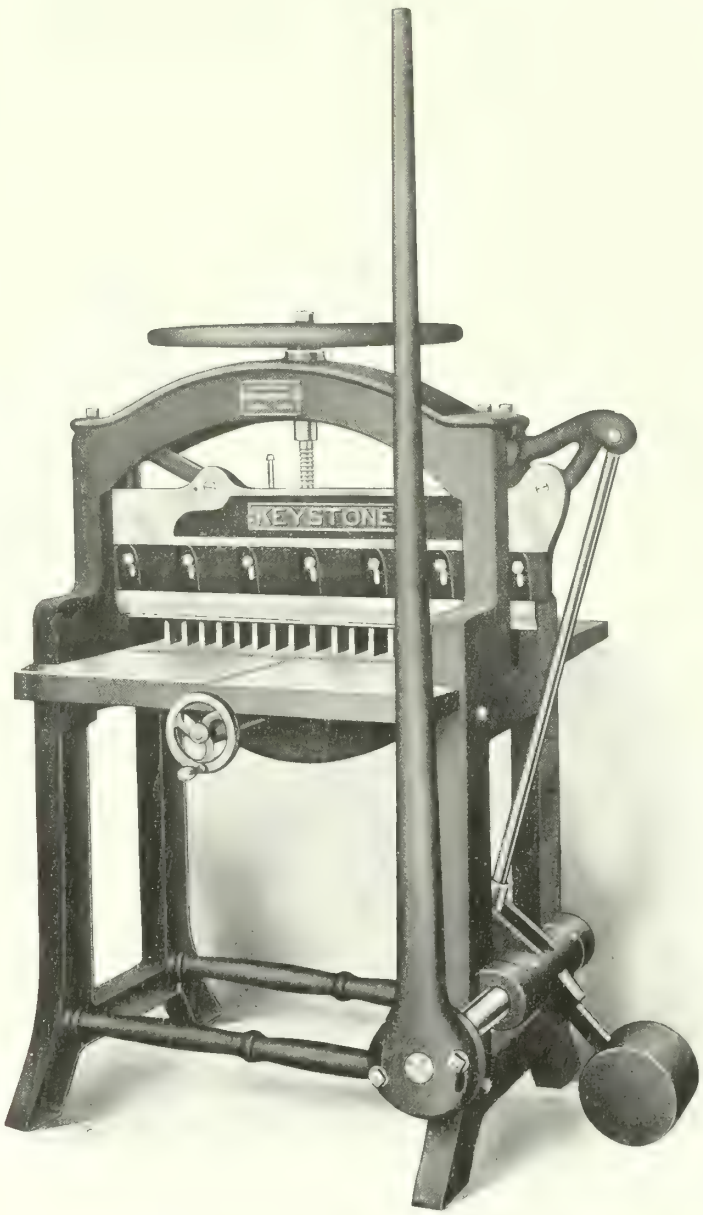
If you have not yet received sample sheets—drop us a card at once.

National Paper Co., Limited
Valleyfield, Que.

NATIONAL
STANDARD
COATED PAPER

NATIONAL
STANDARD
COATED PAPER

To Increase Your Profits



KEYSTONE HAND LEVER CUTTER

You must turn out your work quickly and it must be well done, and this necessitates the use of up-to-date machines.

The Keystone hand lever cutter has no equal for turning out work expeditiously and accurately.

USERS SAY THE KEYSTONE HAND-LEVER CUTTER DOES MORE WORK AND BETTER WORK THAN ANY OTHER HAND LEVER MACHINE BUILT TO-DAY.

Get a "KEYSTONE" and outdistance your competitors by prompt service and superior quality of work made possible by the use of this machine.

Keystone cutters are well known for their simplicity of construction, ease of adjustment, accuracy and durability.

CIRCULARS AND PRICES GLADLY SENT ON REQUEST

The Standard Machinery Company

Builders and Designers of Paper Cutting Machines, Embossing Presses of all kinds, Die Cutting Presses and Bookbinders' Machinery.

MYSTIC, CONNECTICUT

Sole Agents for Canada:

Stephenson, Blake & Co. - 122 Bay St., Toronto, Canada

B.T.F. TYPE
FOR CANADIAN PRINTERS.

Is CHEAPER than leading British and American Founders.
Is cast on the POINT SYSTEM.
Is cast in Hard and Durable Metal.
Is BRITISH MADE ENTIRELY.
Is in use in all British Colonies.

Metal and Steel Furniture, Quotations, Clumps, &c.

Every Single Piece Tested before leaving the Foundry.
TRUE to POINT—ALWAYS.
All cast in our Model Foundry.
Accurate, Reliable and Durable.

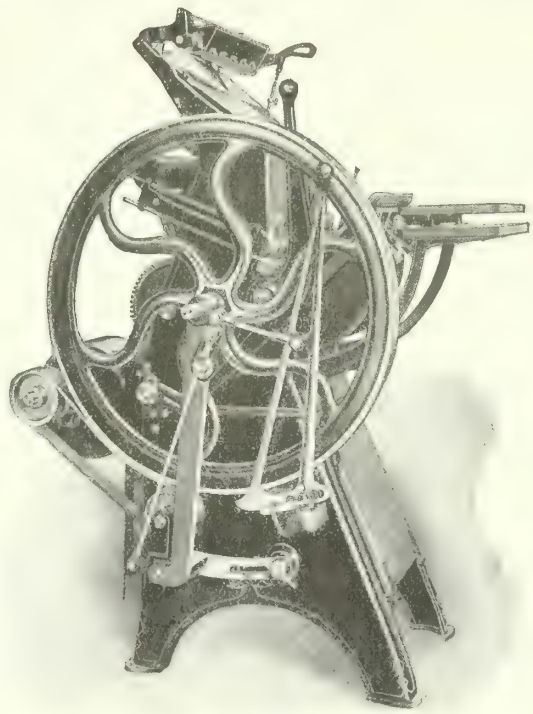
PROMPT DELIVERY is assured as all Shipper Indents are executed by Return Steamer.

Send NOW for complete Specimen Book, mailed free on receipt of Trade Card.

THE BLACKFRIARS TYPE FOUNDRY, Ltd.,

154, Blackfriars Road, LONDON, ENGLAND.

Cablegrams: "GIRASOLE, LONDON." Codes: A B C & WESTERN UNION.



THE IMPROVED PEARL PRESS SAVES

Labor power, type, floor space—in every operation.

The Pearl is a small press for small work. Rapid, strong, convenient, and the lowest priced power press on the market. It has an impression throw-off, automatic ink supply, automatic belt shipper and quick stop brake. Easy control for safety and rapidity of operation. It can be accurately fed by the average feeder at a higher speed than on any other press.

The Pearl means a reduction in the actual percentage of cost in the production of small work.

Increased efficiency is enjoyed by its use in relieving the larger and more expensive presses of short runs and small forms.

Plant efficiency—a basis for reasonable cost—a real salary and an honest profit is interestingly treated from a practical standpoint in our booklet, "Speed Capacity and Quality."

GOLDING MANUFACTURING CO. - - Franklin, Mass., U.S.A.

GOLDING

PRESSES

GOLDING JOBBER The most highly developed type of the modern Job Printing Press. Unequaled for Quality and Qantity of Product. 8x12 to 15x21 inside of chase.

PEARL A small press for small work. Easy running. High Speed. Low Cost. Big Producer. 5x8 to 9x14 inside of chase.

OFFICIAL Hand Press. Simple in construction. Easy to operate. 4x6 to 8x12 inside of chase. Special made for printing imprints on large sheets.

EMBOSSER Prints, Embosses or Stamps. Impressional strength, 120,000 lbs. Electric or Steam hot-bed. Size 9x13 ins.

SEMI-AUTO Prints in one, two or three colors, 3000 to 10,000 impressions an hour with one feeding. Will do any three of the following operations; print, emboss, cut, score, punch, rule or perforate.

SPECIAL for printing on wood up to 1 in. thick and for using large numbering machines.

CUTTERS

AUTO-CLAMP The latest, strongest, most convenient to operate and only self-adjusting clamp. Sizes, 30 and 36 in.

GOLDING POWER Modern design. Strong and powerful. Roller bearings. Double shear movement. 26, 30, 34 and 36 in.

HAND ROTARY Similar in construction and easily changed to a power cutter. The Roller Bearings saves 10 per cent of the power. 25, 30 and 34 in.

GOLDING LEVER Most powerful Lever Cutter made. Convenient to operate and accurate. 25, 30 and 34 in. Easily changed to power.

PEARL A small hand lever Cutter for small work at a moderate price. Sizes, 13 and 19 in.

BOSTON SHEARS With off-set hinge to allow cutting long strips. Balanced handle to avoid danger to operator. Sizes, 8, 12, 24 and 36 inch.

TOOLS

MITERERS With standard set for right angle, triangle, square, hexagon and octogon. Also with standard gage set by six point.

CURVERS The most convenient and accurate tool for making curves, circles, ovals. These curved corners were made with it.

RULE and LEAD Cutters that have a world-wide reputation for their excellence of design and construction. The Original Little Giant Lead and Rule Cutter.

TABLETING PRESS The most convenient and quickest to operate for making tablets or bundling.

BENZINE CANS Steel Cans with safety valves. Strongest, safest and most convenient. Saves 10 per cent on insurance.

COMPOSING STICKS For news and job work. Standard set with time-saving features unequaled.

Golding Machines and Tools combine the perfection of over forty years experience in their manufacture and have a world-wide reputation for their original design and superior construction.

GOLDING MANUFACTURING CO. - Franklin, Mass. U. S. A.

Buckeye Covers

A BETTER COST SYSTEM may be what you need, but it is more than likely that a better *selling* system would help a great deal more. Many successful printers date their real prosperity from the time when they stopped selling *paper* and began selling *printing*.

You're working for the papermaker—selling his product instead of your own, and giving him the lion's share of your profits—when you depend upon the attractiveness of an unprinted sample or dummy of a high-priced novelty stock to interest your customer.

The way to sell printing is to *show* printing, in the shape of proofs on the stock most suitable for doing the work, and in in most cases that means a moderate-priced stock.

Such proofs will interest a prospect far more than a blank sheet of fancy cover with an impossible printing surface.

When you've learned the wisdom of selecting your cover stock for the effects you can produce on it, rather than for the effect the stock alone may produce on your customers, you'll find that BUCKEYE COVERS are your one best bet.

They are the best covers you can buy at the price, and for nine jobs out of ten—and very often for the tenth job as well—they are the best regardless of price.

Write for the "Buckeye Proofs" which we send free if requested on your business letterhead, and you will see some remarkable examples of the "economical effectiveness" of these famous covers.

Sample Book No. 1 shows SINGLE THICK weights in three finishes.
Sample Book No. 2 shows the new DOUBLE THICK and RIPPLE FINISH.
Either book or both, with the "Buckeye Proofs," sent free on request.

DEPARTMENT P.

THE BECKETT PAPER COMPANY

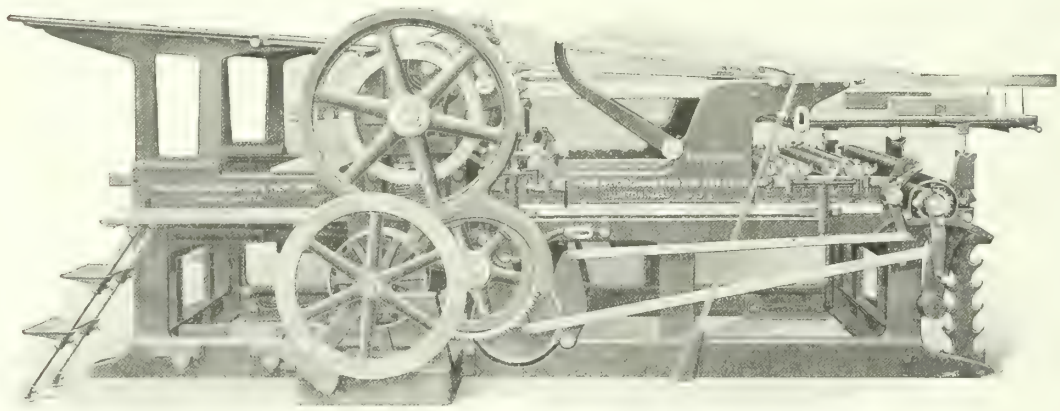
Makers of Good Paper in Hamilton, Ohio, since 1848

HOWARD SMITH PAPER CO. LIMITED
MONTREAL.



JOHN MARTIN PAPER CO.
WINNIPEG.

The New Hodgman Press



BUILT BY THE HUBER-HODGMAN PRINTING PRESS CO.

An Unsolicited Encomium from a High Class Mechanical Engineer:

This letter comes to us entirely unsolicited, and, we think, cannot fail to carry great weight to the unprejudiced mind.

For a voluntary contribution from people who are wholly disinterested, this letter seems to be most thoroughly convincing.

ADNIL ELECTRIC Co.Y LTD.
ELECTRICAL ENGINEERS AND MANUFACTURERS
BIRMINGHAM, BRISTOL, DUBLIN GLASGOW.
LEEDS, MANCHESTER NEWCASTLE
TELEGRAMS "ADNIL, LONDON."

TELEPHONE LONDON WALL 3840. (Four Lines)

ADNIL BUILDING.
ARTILLERY LANE.
LONDON. E.C. 1st Jan. 192-

London Selling Agents,
for Van Allens & Boughton,
New York.

F. Lawrence, Esq.,
7 Snoe Lane,
London, E. C.

Dear Sir:-

Re New Hodgman Machine Supplied to Messrs. Eyre & Spottiswoode, Size 40 1/2 x 57. We secured the order for providing this equipment with a suitable motor and controller, and the results of our test on this machine are in our opinion very remarkable from the point of view of power consumption.

Owing to the peculiar construction of the gearing, (meaning the mechanical device used in driving and reversing the bed), this machine seems to possess an extraordinary advantage over machines arranged in the old fashion way, as the reversals of the tackle, (bed), are accomplished without the enormous rush of power which is usual with the other machines.

With regard to the speed of running, the Hodgman machine ran perfectly smooth at 2050 copies per hour, and we are quite confident that it could be run if fitted with an automatic feeder up to 2400 or more, without any serious difficulty.

When the tests recorded above were made, the automatic feeder had not yet been connected to the machine, but the machine minder, (feeder), was feeding by hand at the speed named, and kept it up for some hours. On the contrary, the Percella machine, (an English made press), could only be run conveniently at a maximum of 1600 copies per hour, and had the machine been run any faster it would seriously have overloaded the motor which was driving it.

In conclusion we would like to add our testimony, - to the ingenious arrangement provided for supporting the motor which is most compact and workmanlike, and we must congratulate the designer on the general construction of this machine which beats anything we have ever come across.

Trusting that you will have a successful run with this press, we remain,

Yours faithfully,
FOR ADNIL ELECTRIC CO LTD.
MANAGER

Van Allens & Boughton

H. W. THORNTON, Western Manager
343 So. DEARBORN STREET, CHICAGO

NEW YORK

We Practise What We Preach

We are forever telling printers that their profit depends less on doing work cheaply than on doing it well—and getting a good price for it.

The price-cutting argument may be a good business-getter, but it isn't a good money-maker.

Our main argument for the Monotype is not merely that it does its work cheaply, but that it does work for which printers can get good prices.

We have both arguments, but the *quality* one is all that we ever advertise.

In connection with which, please note this paragraph from the resolutions adopted by the Board of Trade Department of the Boston Typothetae Board of Trade, Ben Franklin Club of Chicago, New England Cost Congress, Ben Franklin Club of Cleveland, Graphic Arts Club of Portland, Me., and Middle Atlantic States Cost Congress:

RESOLVED: that advertising machinery on the basis of "decrease your costs, make lower prices to get business, etc.," is detrimental to the printing industry and should be discontinued by all parties selling machinery.

Correct! And it is exactly in line with what we have always preached and always practised. This resolution is really an endorsement of the Monotype selling policy.

LANSTON MONOTYPE MACHINE COMPANY

Philadelphia

339

This page is composed exclusively in Monotype type and Borders

JAMES BROWN ESTABLISHED 1888

The J. L. Morrison Co.

445-447 KING STREET WEST

London **Toronto, Ontario** New York

Manufacturers of

"Perfection" Wire Stitchers

Known and Sold all the World over

Dealers in

BOOKBINDERS', PRINTERS',
LITHOGRAPHERS' PAPER-BOX
MACHINERY AND SUPPLIES

Machinery for the Whole Paper Industry

NR
NUERNBERGER-REITTIG

The Universal Type-Maker

IS A TIME-SAVER
A MONEY-MAKER
A CUSTOMER-PLEASER

It gives the printer complete independence in type supply, and enables him to use all his metal to the best advantage.

OUR MATRIX LIBRARIES

permit the printer to rent fonts of Matrices at a nominal rate, and thus to keep his composing-room up-to-date.

Address for all prices and details

UNIVERSAL
TYPE-MAKING MACHINE CO.
321-323 North Sheldon Street
CHICAGO, ILL.

NR

QUALITY COUNTS EVERY TIME

SHACKELL, EDWARDS & CO., LIMITED

MAKERS OF
FINE PRINTING AND LITHO INKS
OF QUALITY

127 Peter St.
TORONTO

and at
LONDON, ENG.

Niagara Sample Book and Color Guide

THIS new Sample Book of Niagara Covers will prove of exceptional value to the printer. Five grades of cover stock are shown, in a variety of shades and tints. Each sheet printed in three colors. Each color also printed on white, thus enabling the printer to tell at a glance just what change takes place in an ink when printed on a color stock.

Write for a copy

Niagara Paper Mills
Lockport, N. Y.

SURPRISE & WONDER BLACKS

One for Book Paper—
The other for Coated
and Enameled Paper.

Both can be Printed,
Turned and Bound in
an Eight Hour Day.

Send your *Roller Cores* to
one of our three factories,
whichever is the most
convenient.

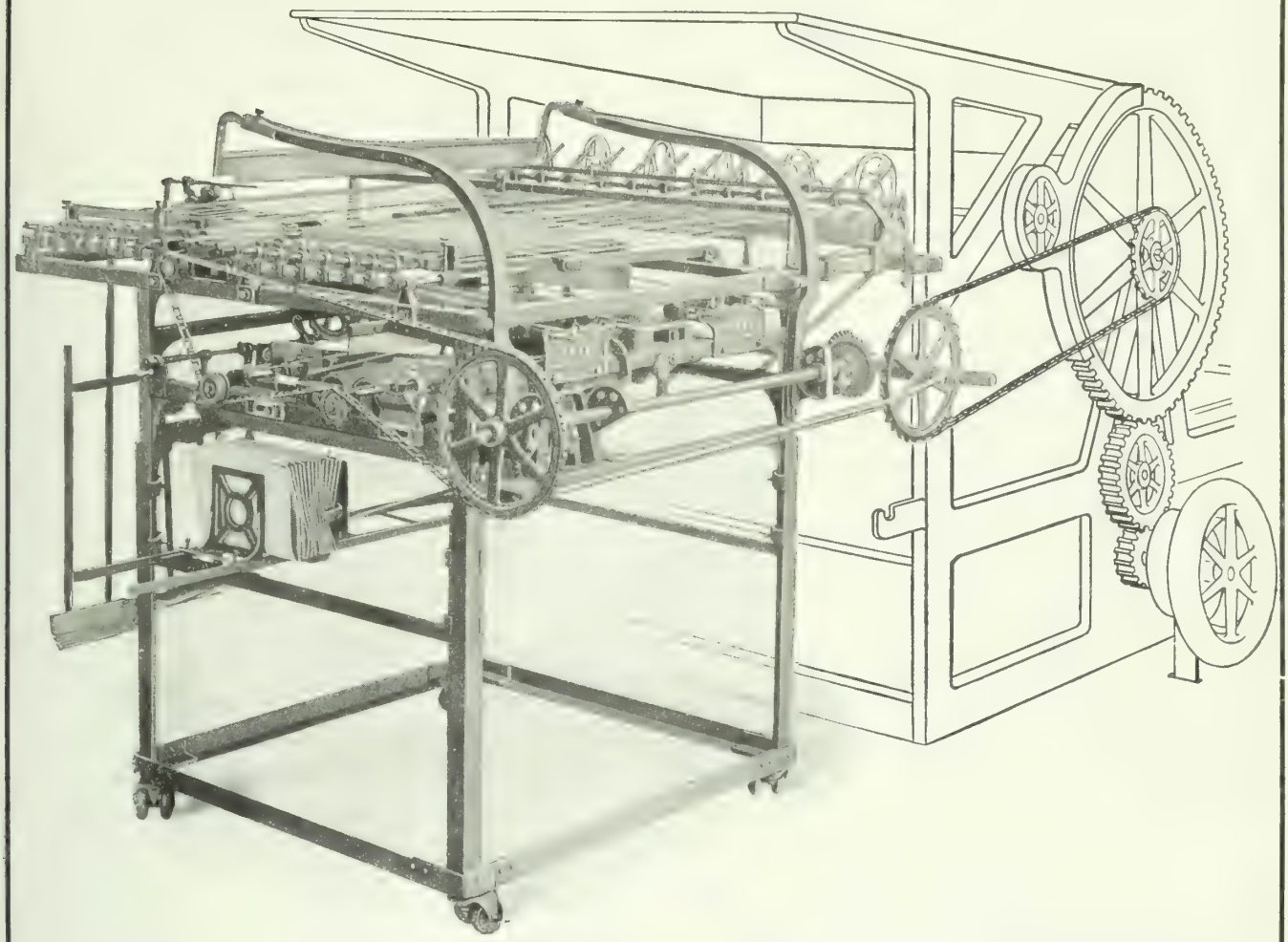
The Ault & Wiborg Co.

OF CANADA, LIMITED

MONTREAL **TORONTO** WINNIPEG

THIRTY DAYS' TRIAL

To responsible publishers



Insert Attachment Trimmer Jogger or Auto Straightener

Will handle and fold perfectly sheets from any rear delivery press that will deliver the paper within a radius of one inch of the centre, and any press will do this.

FIVE YEARS' GUARANTEE

No. 2 Model C, complete with Insert Table, Trimmer and Press Attachment, 6 col. fol. to 6 col. quarto, $328
No. 3 " " " " " " " " " " 6 " " 7 " " $340

f.o.b. cars Toronto or Winnipeg—we send man to attach.

Terms:—Quarter cash after thirty days' trial balance in ten equal monthly instalments. No interest if paid promptly when due. 8% interest after due. 2% for all cash at end of trial period.

THE HAMBURG REPUBLICAN
DAVIDSON & HILL

Hamburg, Ia. Apr. 30, 1909

TO WHOM IT MAY CONCERN

We take pleasure in stating that the OMAHA FOLDER which has just been installed in our office by the Omaha Folding Machine Co. is a dandy and no mistake. It takes the papers right from the press and delivers them ready for the post office. The improvements and devices included in the OMAHA FOLDER, we believe, make it superior to any other machine on the market. Its adjustments are so easily made that it did its part in getting out the paper without giving trouble almost from the time the first sheet went into the tapes. To say we are pleased with it is not telling half the story.

An indorsement of the OMAHA FOLDER would be incomplete without a word regarding "ITS MAKERS." The representatives of the Omaha Folding Machine Company are gentlemen of integrity with an ambition to make a machine that will sell upon its merits. We believe they advanced far toward reaching the object of their ambition and that others will find them, as we have, strictly square.

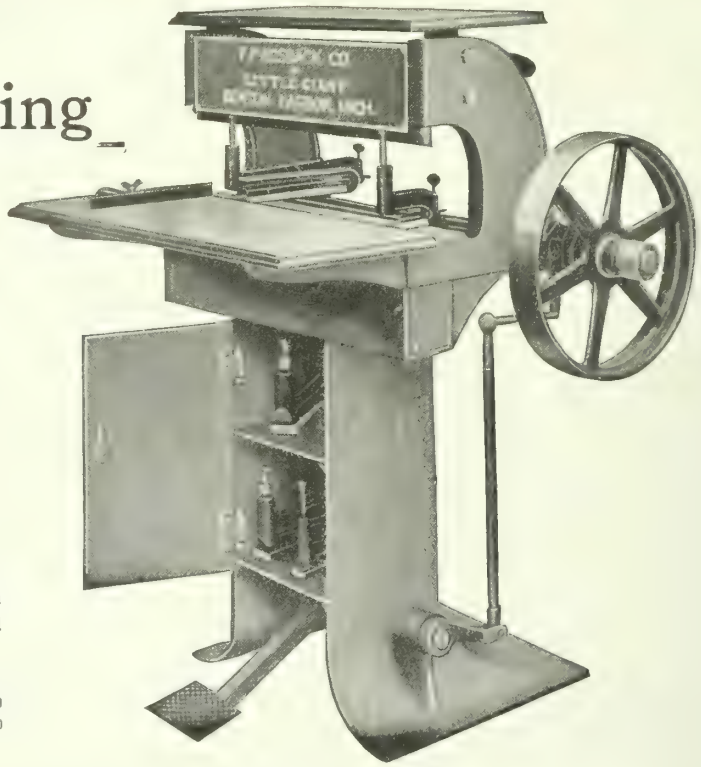
Very respectfully, DAVIDSON & HILL.

MILLER & RICHARD

Sole Canadian Agents

TORONTO MONTREAL WINNIPEG VANCOUVER

The Little Giant Multiplex Punching Machine



Punches round, open or special shapes of holes.
Cuts index cards.
Cuts round corners on thick pads.
A perforating attachment 20 in. long.
Punches full one-half inch.
Either for foot or power.
Punch heads made in one piece.
No gauge heads required.

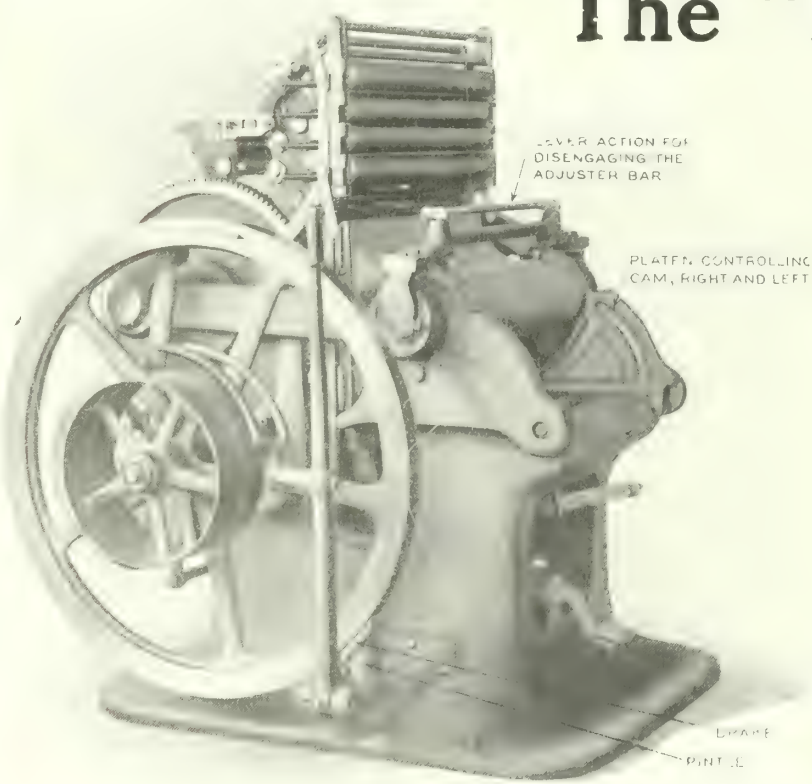
Punch heads or attachments are not included in price of machine, as no two machines are ordered with the same equipment.

Foot Power Giant Machine, no equipment $65.00
Power Giant Machine, no equipment 85.00

TORONTO TYPE FOUNDRY COMPANY, Limited

TORONTO MONTREAL WINNIPEG CALGARY REGINA

The "Laureate"



THE JOHN THOMSON PRESS CO.'S LATEST ART PRESS

or Model-J, is especially intended for work of a character requiring very heavy impressions at relatively low ranges of speed, say from 1000 to 1400 impressions an hour.

The particular function of the "Laureate" is for printing half-tones, multiple-color plates, tint-blocks and combinations of cuts, borders and type, of a size and character which, hitherto, have usually been done on cylinders. Also for executing thick and stiff cardboard signs, difficult (in some instances impracticable) to print on cylinders.

Write to our nearest branch for descriptive catalogue and prices

Toronto Type Foundry Company, Limited

TORONTO MONTREAL WINNIPEG
CALGARY REGINA

The COWAN TRUCK

We wish to announce that we have been appointed the sole agents for Canada, and we will carry these trucks in stock.

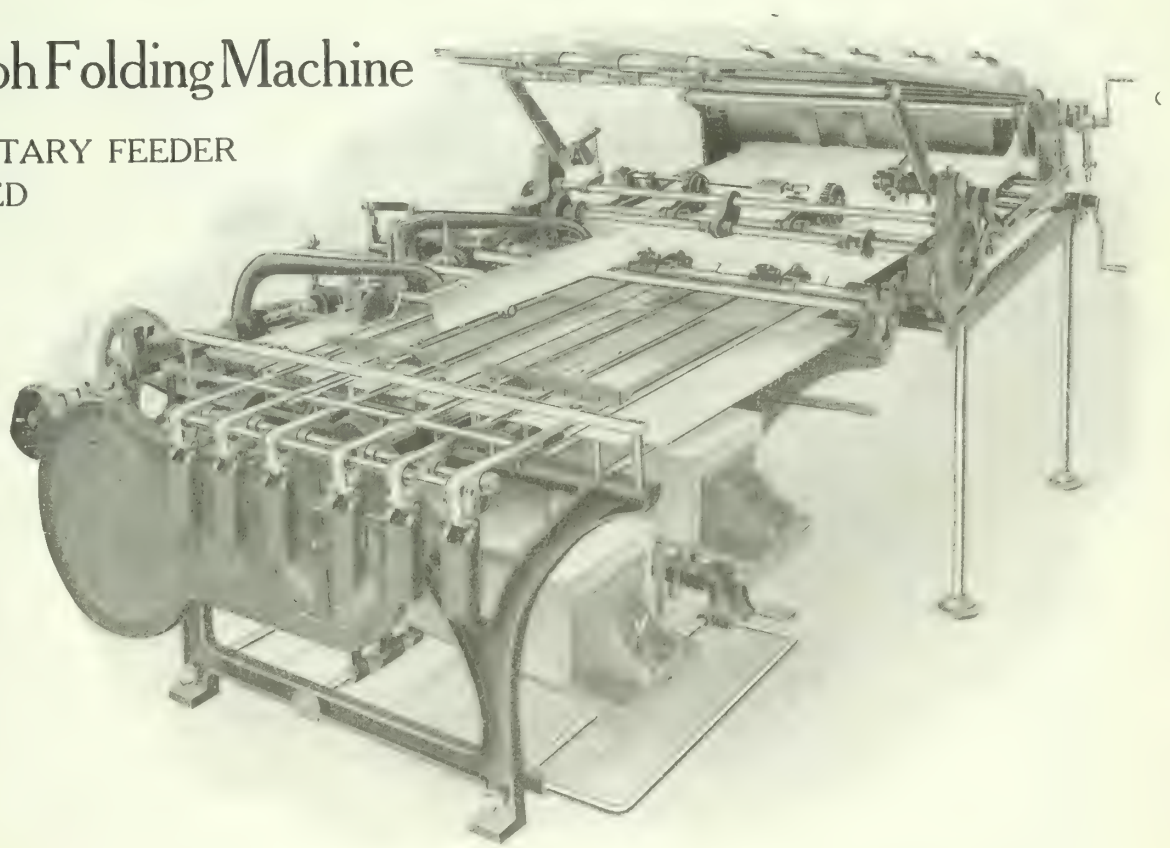
These trucks are in general use by the following prominent firms:

The American Writing Paper Co., Holyoke.
American Book Co., New York.
J. W. Butler Paper Co., Chicago.
W. J. Gage & Co., Toronto.
Parsons Paper Co., Holyoke.
Standard Oil Co.
United States Envelope Co.
White & Wyckoff Mfg. Co., Holyoke.
Strathmore Paper Co., Holyoke
And many others.

TORONTO TYPE FOUNDRY CO., LIMITED
TORONTO :-: MONTREAL :-: WINNIPEG :-: CALGARY :-: REGINA

Our Triumph Folding Machine

WITH ROTARY FEEDER ATTACHED

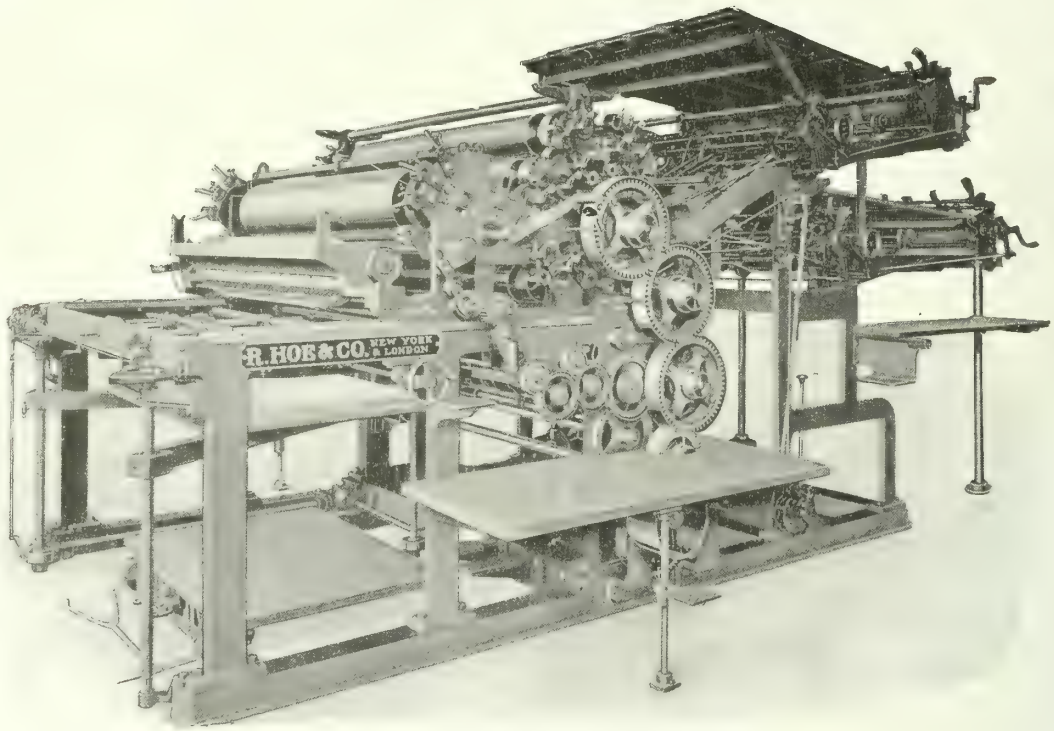


This folder has many advantages over all other folding machines.

These folders will handle all classes o work, both right angle and parallel, from newspaper to the highest class of Book folding.

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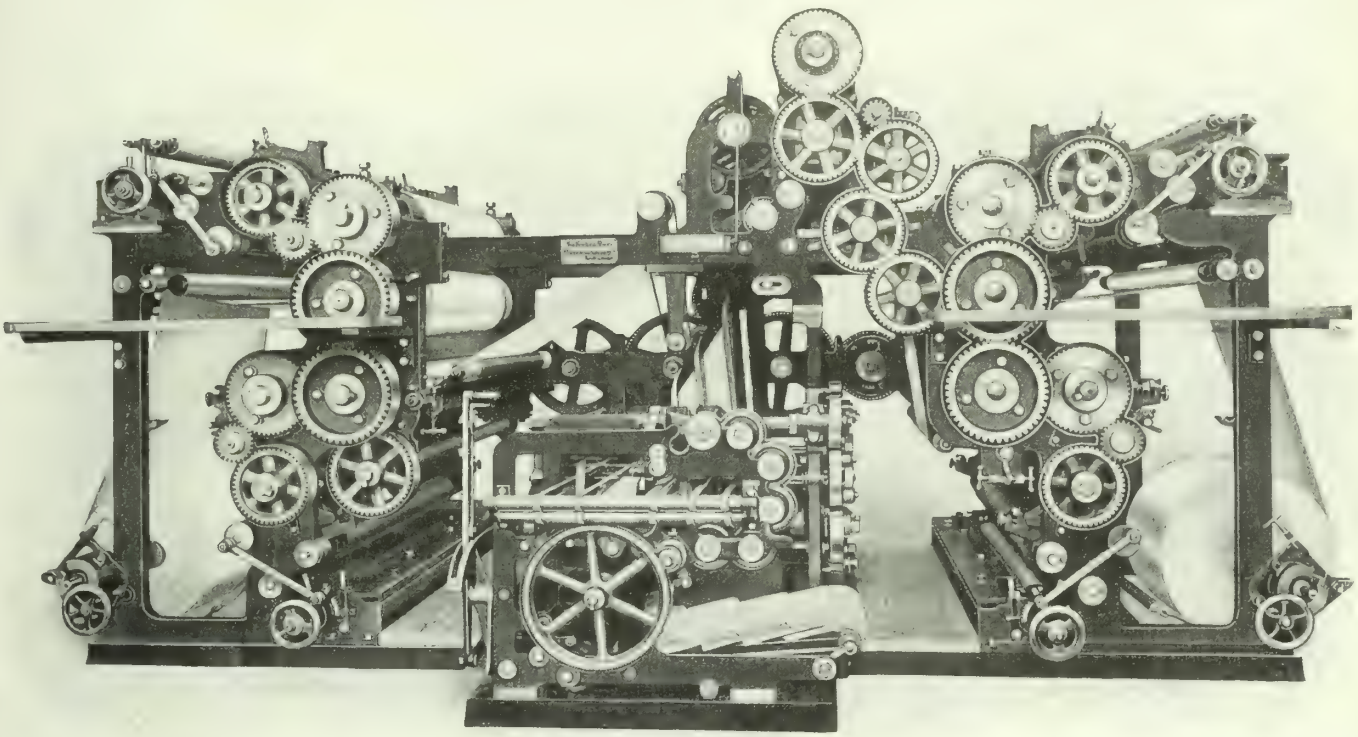
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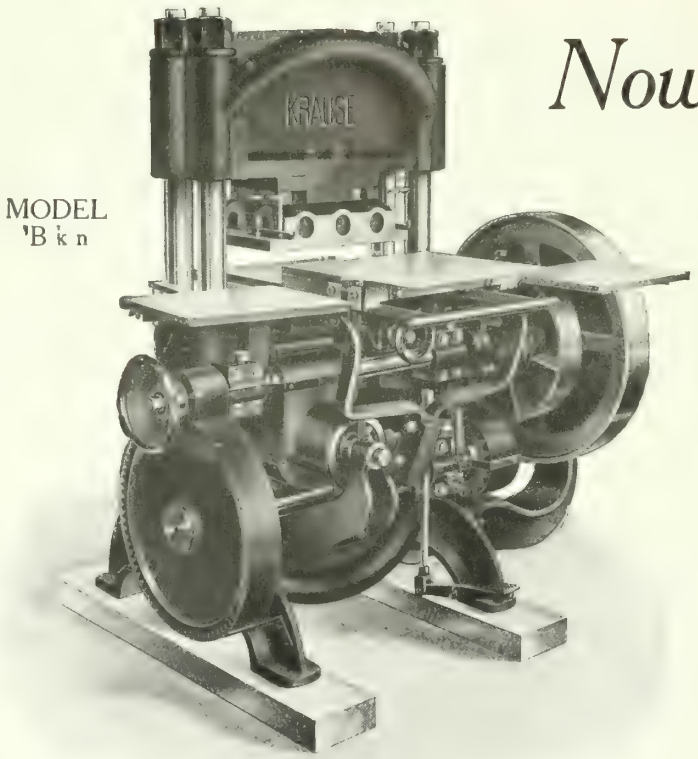
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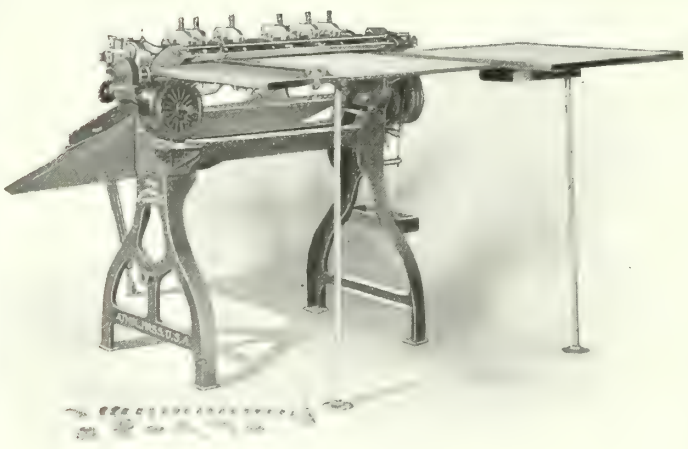
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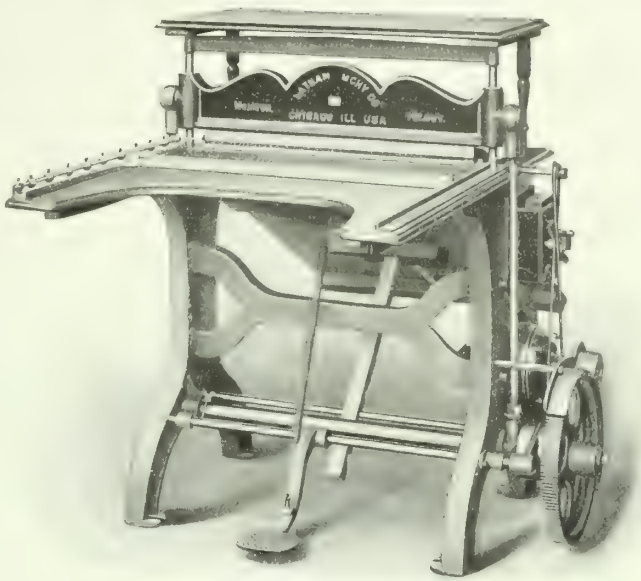
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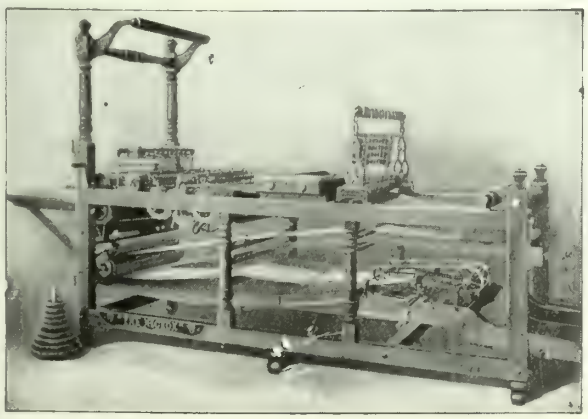
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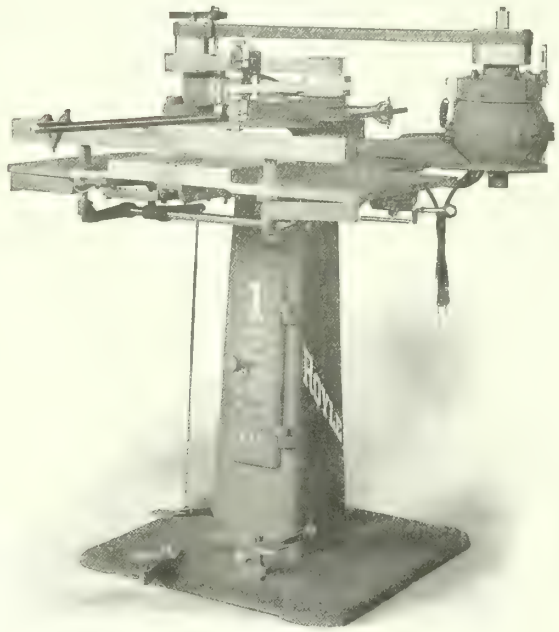


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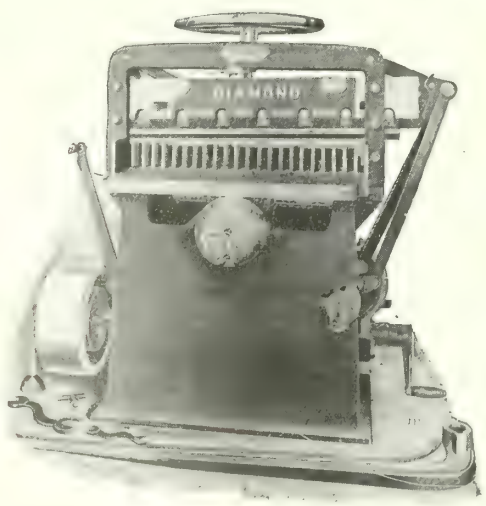
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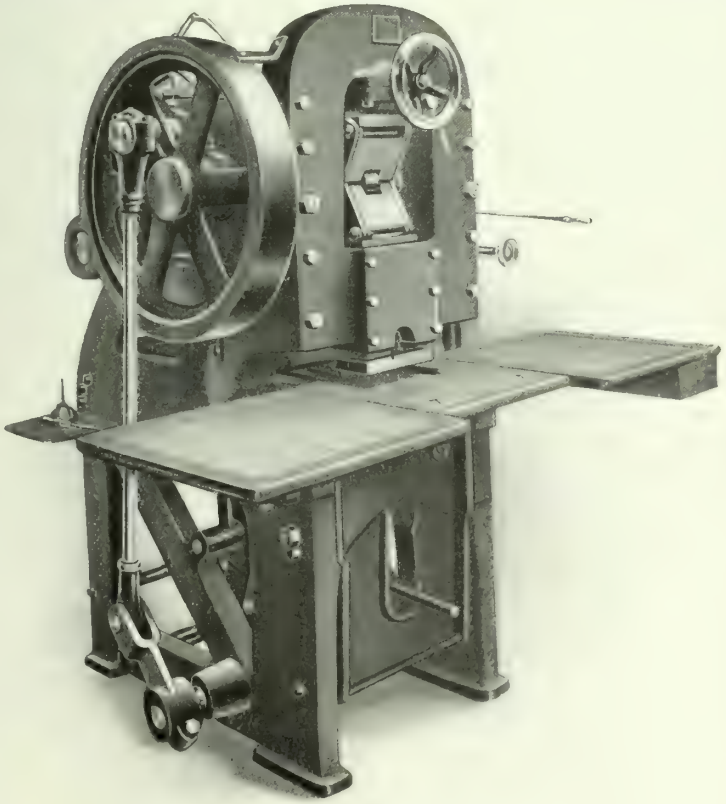
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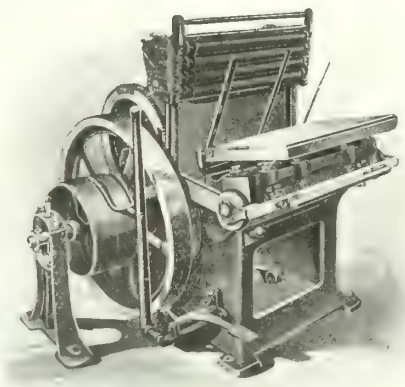
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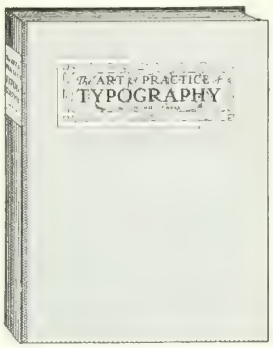
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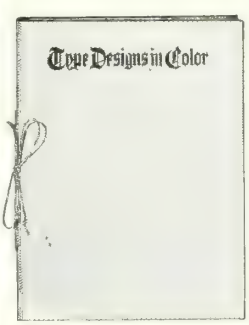
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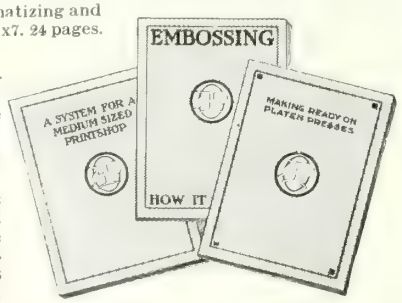
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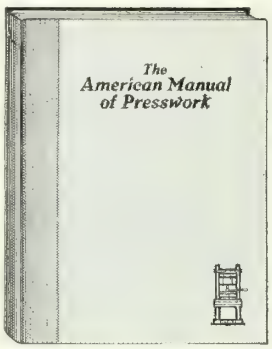
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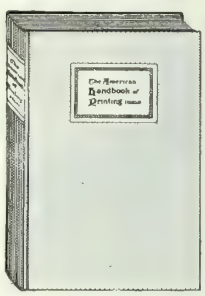
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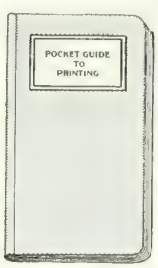
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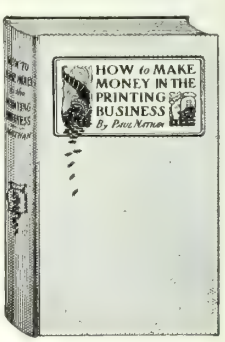
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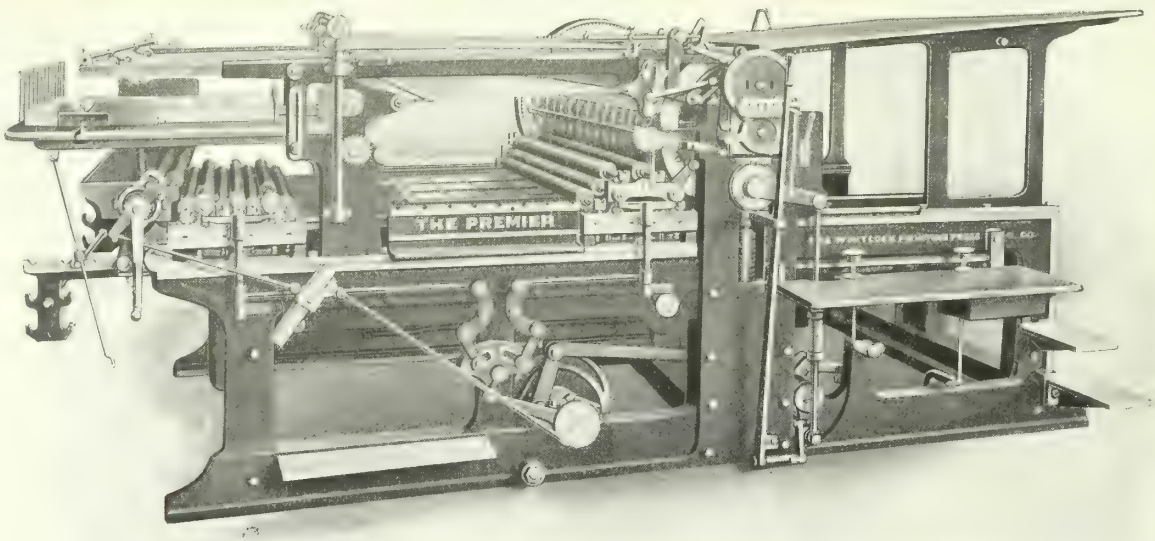


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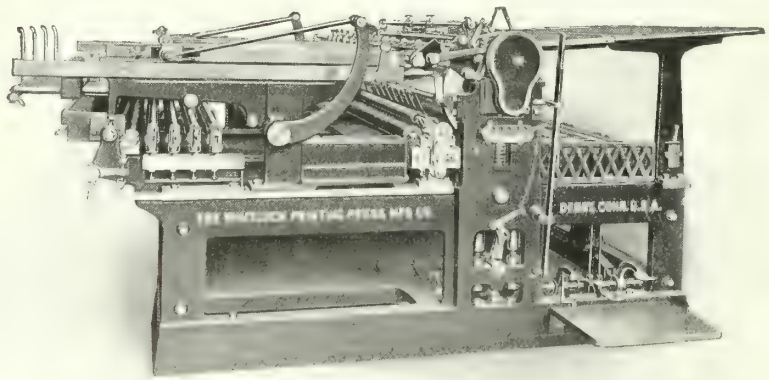
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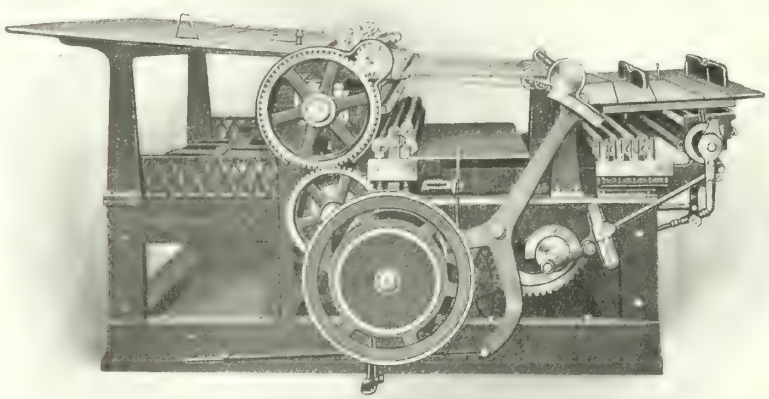




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Pony Whitlock Front Fly Delivery.

WHY THE PREMIER INCREASES YOUR OUTPUT AND PROFITS

Because it possesses to the amplest and fullest degree every meritorious and valuable features and device found singly in all other makes of Two-revolution Presses. With these combined advantages and additional features of its own, The Premier stands supreme in strength, swiftness and smoothness of operation, and in quantity and quality of output.

The double delivery is by far the simplest, most effective and exact. It is conveniently changeable from printed side up to printed side down, or vice versa, the change taking only two or three minutes.

Having the heaviest distribution, it is suitable for the finest halftone or color process work; special adjustments ensuring perfect register.

Write at once for more complete information and quotations

Manton Bros.

Canadian selling agents.

TORONTO, -:- Ontario

Wilson-Munroe Co., LIMITED
TORONTO

IT'S WORTH WHILE

when ordering or quoting on BOOK CLOTH to specify

HOLLISTON BOOK CLOTH

YOUR BINDING WILL LOOK BETTER, WEAR LONGER AND BRING REPEAT ORDERS.
They combine ATTRACTIVE APPEARANCE, UNUSUAL STRENGTH and DURABILITY with REASONABLE PRICES.

We are the SOLE CANADIAN SELLING AGENTS for these well-known cloths and carry in stock their entire line:

Linens, Vellums, Silks, Buckrams, Crash, Etc.

Large stocks of English Cloths also carried.

Samples free for the asking.

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

JOHN KIDD & CO., Limited
Printing Ink Manufacturers, London, Eng.

announce that they have appointed the undermentioned firms agents for the sale of their well-known and popular Printing Inks, all of whom carry large stocks.

For the Provinces of Ontario and Quebec:
Stephenson, Blake & Co.,
122 Bay St.. Toronto

For the Provinces of Manitoba, Saskatchewan and Alberta:
The John Martin Paper Co.,
Ltd., Winnipeg

For Nova Scotia, the Maritime Provinces and Newfoundland:
The Printers' Supplies Ltd.
27 Bedford Row, Halifax, N.S.

For British Columbia:
The Columbia Paper Co., Ltd.
1043-7 Hamilton St.,
Vancouver

Please write to nearest agent for specimen book and price list.

A Complete Catalogue of Keystone Steel Equipment

We are now mailing our customers our complete catalogue of steel equipment. It is the first of its kind ever issued, and indeed ours is the first line of steel printers' furniture ever offered for sale in this or any other country. We absolutely lead the world in this class of goods, and while we know imitators will follow, it is our purpose to keep our product and service in advance of all others.

The catalogue is mailed to all customers having our complete specimen book and will be forwarded to others interested in this modern equipment if a request is sent us.

No printing concern can avail of the greatest efficiency or the lowest cost of operation until it has installed these great labor-saving devices. To defer investigation is a needless loss. Let us modernize your plant now and get cost down to a rock bottom basis. You are not otherwise competition proof.

Special features: modern steel construction, fire proof, sanitary, space-saving, labor-saving, money-saving and every piece skillfully designed and made.

Keystone Type Foundry

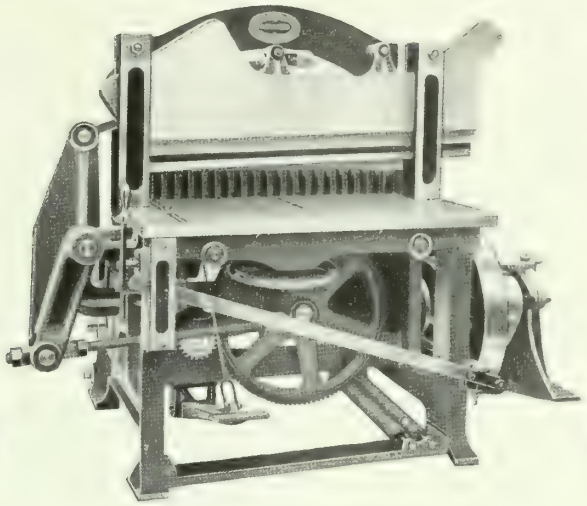
Originators and Manufacturers of Steel Printing Plant Equipment

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CANADIAN AGENTS { George M. Stewart, 92 McGill St., Montreal. Printers' Supplies, Ltd., 27 Bedford Row, Halifax, Novc Scotia
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"One of the Montgomery Line"



"CROSLAND"

AUTO-CLAMP CUTTER

Unexcelled for fast running
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BRITISH BUILT UPON PRACTICAL & SCIENTIFIC PRINCIPLES

¶ The Crosland Cutter is the leader in the British Isles, and hundreds are in use in all parts of the world. We shall be delighted to send you full particulars. Its exclusive features will interest you. Speed is easily 30 cuts per minute. No long row of knife bolts or screws—knife taken out and replaced in one minute. Fitted with patent safety device. Interlocking split gauge. Cutting stick renewed in one minute. Power for clamping and cutting used consecutively and not simultaneously.

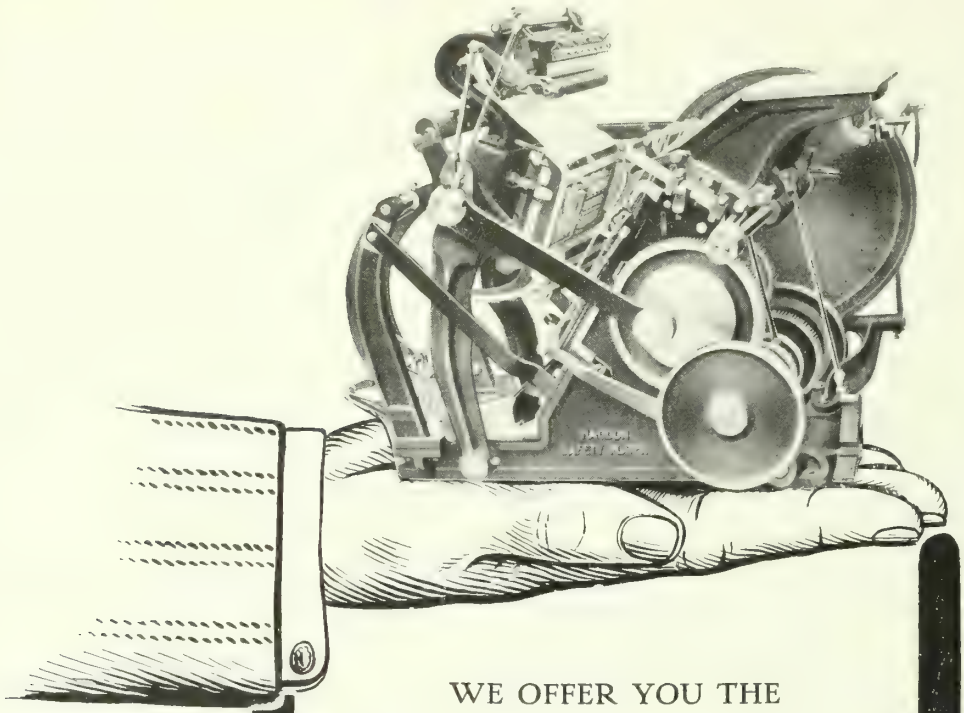
SEND FOR PARTICULARS

Anglo-Canadian Type & Printing Machinery Co., Ltd.

124 YORK STREET, TORONTO

W. Gordon Montgomery, Manager.

"One of the Montgomery line"



WE OFFER YOU THE

Haddon-Safety

FOR QUALITY
AND QUANTITY

Positively the most Reliable, Rigid and Swift Perfect-register press you can get at any price

This Means Profit

Ask for Booklet.

Anglo-Canadian Type and Printing Machinery Co., Limited

124 York St., Toronto

W. Gordon Montgomery, Manager

See this Press before you spend another dollar.

The Canadian Printer and Publisher

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF THE PRINTING AND PUBLISHING TRADES OF CANADA.

Vol. XXI. TORONTO, APRIL, 1912 No. 4

Advertising Advertising Throughout Canada

The Story of a Unique Advertising Campaign

THE Canadian Press Association's Advertising Advertising campaign, which commenced on March 11, has no parallel in the history of advertising. It is differentiated from all other advertising campaigns by its unique, yet most logical, purpose and the co-operation of publishers and allied advertising interests that made it possible.

The purpose of the campaign is threefold. To increase the value of advertising to the advertiser; to increase the value to the publisher of his advertising space, and to develop more advertising. The first of these three functions is the most important, for the quantity of advertising space the publisher can sell and the price for which he can sell it depend largely upon its value to the advertiser.

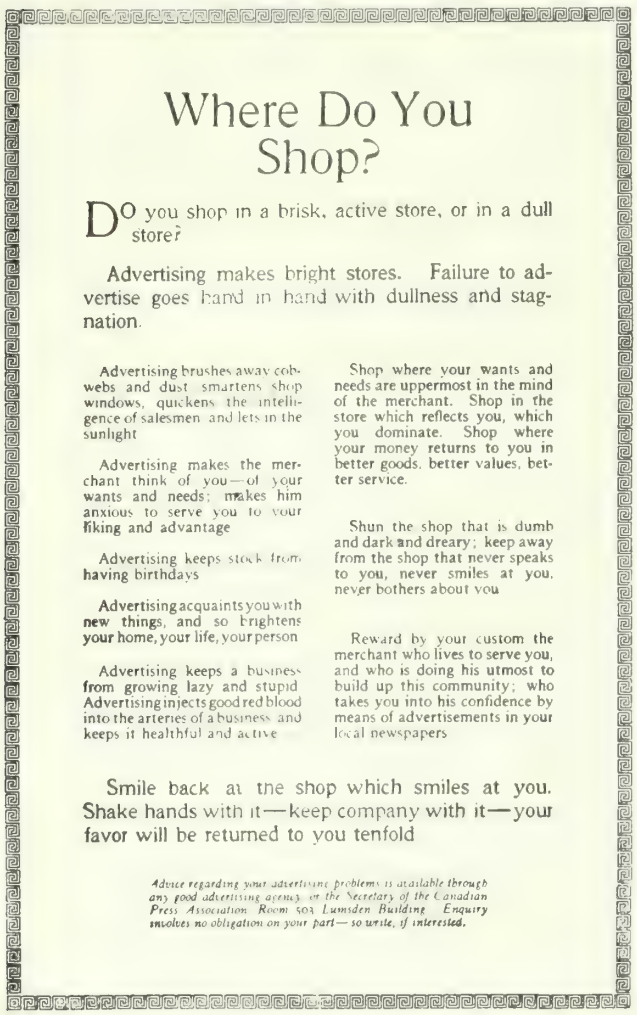
The last annual convention of the Canadian Press Association discussed the advertising of advertising and instructed the Recognition Committee to plan an advertising advertising campaign. The Recognition Committee discussed the matter with the Canadian Association of Advertising Agencies at a joint meeting held last October and a plan of co-operation was evolved. The advertising agencies agreed to contribute liberally to the cost of copy, plates and mats. if the newspaper publishers would provide the space. So the Recognition Committee decided to go ahead with the campaign and appointed J. F. MacKay of the Toronto *Globe,* Wm. Findlay of the Ottawa *Free Press,* and John M. Imrie, secretary of the Association, an Advertising Advertising Committee to work out the details and secure the co-operation of the publishers.

The Advertising Advertising Committee decided to conduct the first section of the campaign through the daily press. Each of the 131 distinct daily newspapers published in Canada was asked to contribute 20,000 lines of space; to give the advertisements position at top of column and next reading matter; and to run them according to a schedule of insertions that would be arranged to cover each city most effectively. Ninety-three daily newspapers agreed to give the space for which request was made and all but six or seven of these agreed to give the desired position and to follow strictly the schedule of insertions. Thus the committee had at its disposal 1,860,000 lines of daily newspaper space and it was decided to use this in a series of forty-five 450-line advertisements. These commenced on March 11, and as they will run twice a week this section of the campaign will continue for twenty-three weeks and conclude about September 1.

Most of the advertisements in the daily newspaper section of the campaign are addressed to the consumer. All daily newspaper readers are consumers but only a comparatively small proportion of them are possible advertisers. The average reader knows little about the real function of advertising. He does not realize the many comforts and blessings that advertising has brought to him, nor its elevating influence upon business ethics. The advertisements in this campaign will give to him an altogether new conception of the beneficent power of advertising; of his indebtedness to advertising, and of the absolute protection in the purchase of his daily needs that advertising offers to him. Thus his confidence in advertising, advertised goods, and advertising merchants and manufacturers, will be materially increased. He will realize that the advertising columns of a publication contain a news of merchandise, of comfort, and of economy that is just as interesting and valuable to him as the contents of its news or editorial pages. This increased interest in advertising and confidence in advertisers and advertised goods will increase materially the value of advertising to the advertiser. This, in turn, will increase the value to the publisher of his advertising space and make it easier for him to increase its volume. These changes will not be brought about in a day, but will be effected through a process of education by advertising.

There is another strong reason why most of the advertisements are directed to the consumer rather than to the non-advertising merchant or manufacturer. Advertisements directed to the non-advertiser primarily and telling him why he should advertise would arouse the combativeness in his make up, put him on the defensive, and make him inclined to argue with the advertisement. But as a consumer—and more than a consumer—he will read the advertisements that are directed to the consumers and read them with an open mind. Soon he will reason with himself thusly: "The daily newspapers of Canada are conducting an immense advertising campaign in an effort to make the public believe that they are protected when buying advertised goods and dealing with advertising merchants and manu-

facturers and that it is economy for them to do so. In short, the newspapers are creating a decided prejudice in favor of advertised goods and advertisers and against non-advertised goods and non-advertisers. What is to become of me and of my



Where Do You Shop?

DO you shop in a brisk, active store, or in a dull store?

Advertising makes bright stores. Failure to advertise goes hand in hand with dullness and stagnation.

Advertising brushes away cobwebs and dust, smartens shop windows, quickens the intelligence of salesmen and lets in the sunlight

Advertising makes the merchant think of you—of your wants and needs; makes him anxious to serve you to your liking and advantage

Advertising keeps stock from having birthdays

Advertising acquaints you with new things, and so brightens your home, your life, your person

Advertising keeps a business from growing lazy and stupid. Advertising injects good red blood into the arteries of a business and keeps it healthful and active

Shop where your wants and needs are uppermost in the mind of the merchant. Shop in the store which reflects you, which you dominate. Shop where your money returns to you in better goods, better values, better service.

Shun the shop that is dumb and dark and dreary; keep away from the shop that never speaks to you, never smiles at you, never bothers about you

Reward by your custom the merchant who lives to serve you, and who is doing his utmost to build up this community; who takes you into his confidence by means of advertisements in your local newspapers

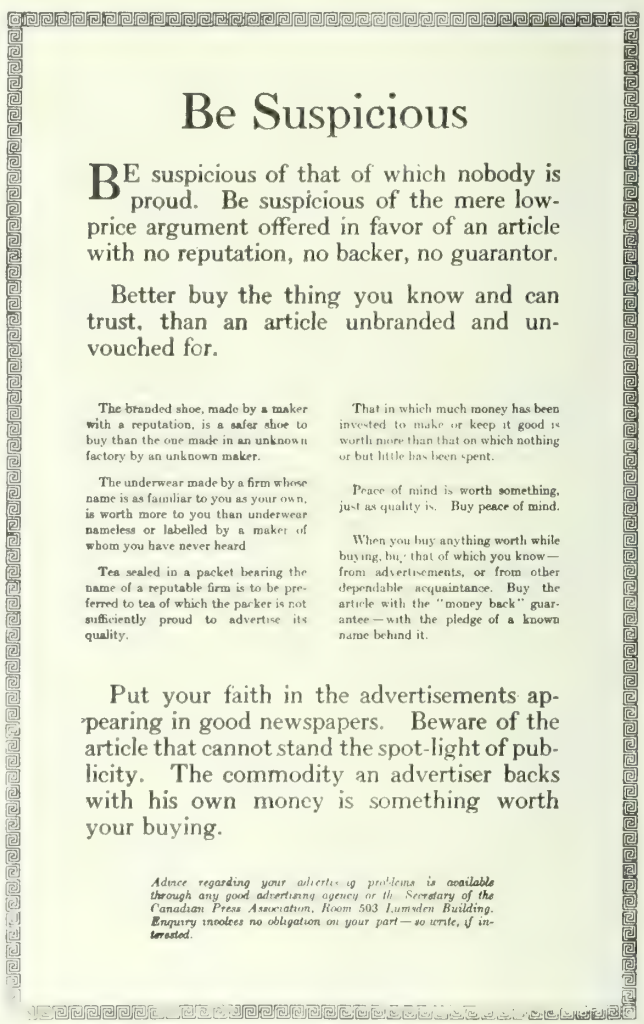
Smile back at the shop which smiles at you. Shake hands with it—keep company with it—your favor will be returned to you tenfold

Advice regarding your advertising problems is available through any good advertising agency, or the Secretary of the Canadian Press Association, Room 503 Lumsden Building. Enquiry involves no obligation on your part—so write, if interested.

Advertising the advertising store.

products in a few years if they are not among this preferred class of advertised goods?" Thus the advertisements will achieve the part of their purpose that has to do with the development of more advertising more effectively than if they were written direct to the non-advertisers.

The original plan for the preparation of copy for this campaign called for the employment of one man—the best copy writer who could be secured in Canada. But the progressive spirit of the Toronto Ad. Club led the executive committee of this organization of 250 advertising men to request that the work of preparing the copy be assigned to them subject to revision by the Canadian Press Association. This offer was accepted and the Toronto Ad. Club at once organized an Advertising Advertising Committee to prepare the copy. During the time in which the first twenty advertisements for the daily newspapers were prepared there were nine members of this committee and eight of these were the leading copy men of five of the largest advertising agencies. The other member, the chairman of the committee, is the secretary of the Canadian Press Association. The manner in which the members of this committee did their work was simply delightful. They would meet together, discuss the proposition, decide on subjects for advertisements, divide the subject among themselves (several members taking one subject) submit their advertisements at the following meeting and tear each other's copy all to pieces, taking out one good point here and another good point there. One member of this committee commenting on this point to *Printer and Publisher* the other day said, "If So-and-so (mentioning the name of his employer) were to tear my copy the way it has been torn at some of our advertising meetings my resignation would go in at once." But the members of this committee were quite willing to forget that they were connected with competitive advertising agencies and remembered these facts only—they were working for the honor of the Toronto Ad. Club and for greater efficiency in advertising. Through their co-operation the advertisements are much stronger than they could be if written by one man, for each advertisement combines the ideas of a number of expert copy writers and represents various points of view. This committee has been enlarged to twenty-five for the preparation of the remaining advertise-



Be Suspicious

BE suspicious of that of which nobody is proud. Be suspicious of the mere low-price argument offered in favor of an article with no reputation, no backer, no guarantor.

Better buy the thing you know and can trust, than an article unbranded and unvouched for.

The branded shoe, made by a maker with a reputation, is a safer shoe to buy than the one made in an unknown factory by an unknown maker.

The underwear made by a firm whose name is as familiar to you as your own, is worth more to you than underwear nameless or labelled by a maker of whom you have never heard

Tea sealed in a packet bearing the name of a reputable firm is to be preferred to tea of which the packer is not sufficiently proud to advertise its quality.

That in which much money has been invested to make or keep it good is worth more than that on which nothing or but little has been spent.

Peace of mind is worth something, just as quality is. Buy peace of mind.

When you buy anything worth while buying, buy that of which you know—from advertisements, or from other dependable acquaintance. Buy the article with the "money back" guarantee—with the pledge of a known name behind it.

Put your faith in the advertisements appearing in good newspapers. Beware of the article that cannot stand the spot-light of publicity. The commodity an advertiser backs with his own money is something worth your buying.

Advice regarding your advertising problems is available through any good advertising agency or the Secretary of the Canadian Press Association, Room 503 Lumsden Building. Enquiry involves no obligation on your part—so write, if interested.

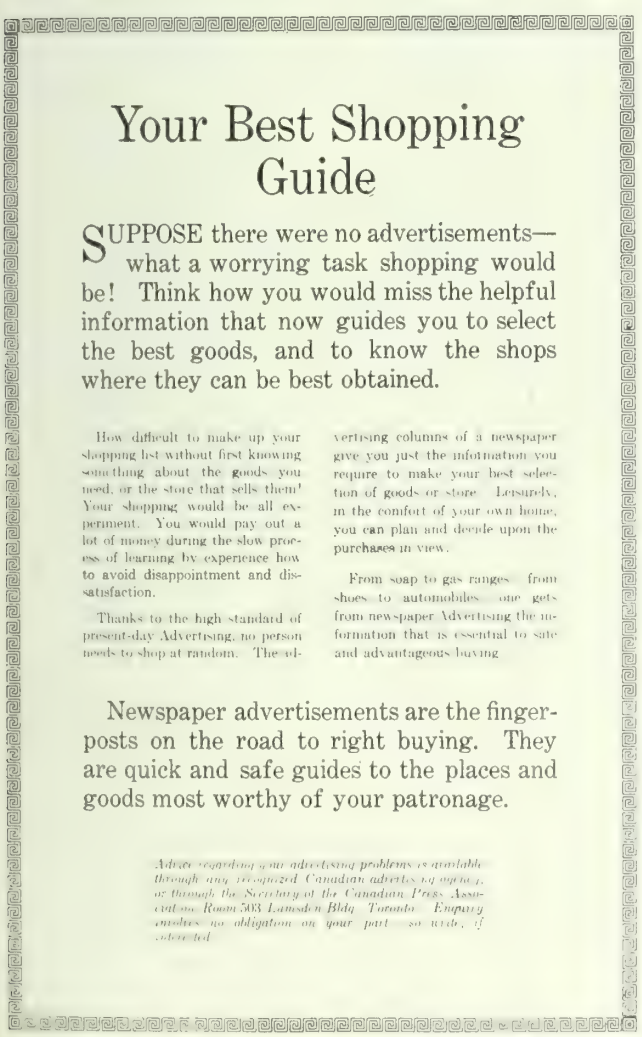
One of the Best in the Daily Newspaper Series.

ments in the campaign, but the original nine members will act as an executive or advisory committee. They will analyze the suggestions submitted by the other members and by themselves, and evolve from them the advertisements required for the campaign.

Immediately after the first twenty advertisements referred to in the foregoing paragraphs have been run a series of advertisements dealing with hot weather advertisements will commence. The falling off of advertising during the summer months is painfully visible to the publisher if not to the reader. This series of advertisements will show the fallacy of the practice that many advertisers have of cutting down their advertising materially during the summer months.

The composition of the advertisements that have appeared in the daily papers has aroused much favorable comment. A simple dignified style has been followed and a uniform border used throughout. All type and border used in the first twenty advertisements were cast on the Monotype, the composition being looked after by Miller & Richard, the Canadian representatives of the Lanston Monotype Machine Co.

Most of the advertisements that will appear in the daily newspaper section of the campaign are suitable for use in weekly newspapers also. The first twenty advertisements have been printed in booklet form and copies of this booklet were sent on March



Your Best Shopping Guide

SUPPOSE there were no advertisements—what a worrying task shopping would be! Think how you would miss the helpful information that now guides you to select the best goods, and to know the shops where they can be best obtained.

How difficult to make up your shopping list without first knowing something about the goods you need, or the store that sells them! Your shopping would be all experiment. You would pay out a lot of money during the slow process of learning by experience how to avoid disappointment and dissatisfaction.

Thanks to the high standard of present-day Advertising, no person needs to shop at random. The advertising columns of a newspaper give you just the information you require to make your best selection of goods or store. Leisurely, in the comfort of your own home, you can plan and decide upon the purchases in view.

From soap to gas ranges—from shoes to automobiles—one gets from newspaper Advertising the information that is essential to safe and advantageous buying.

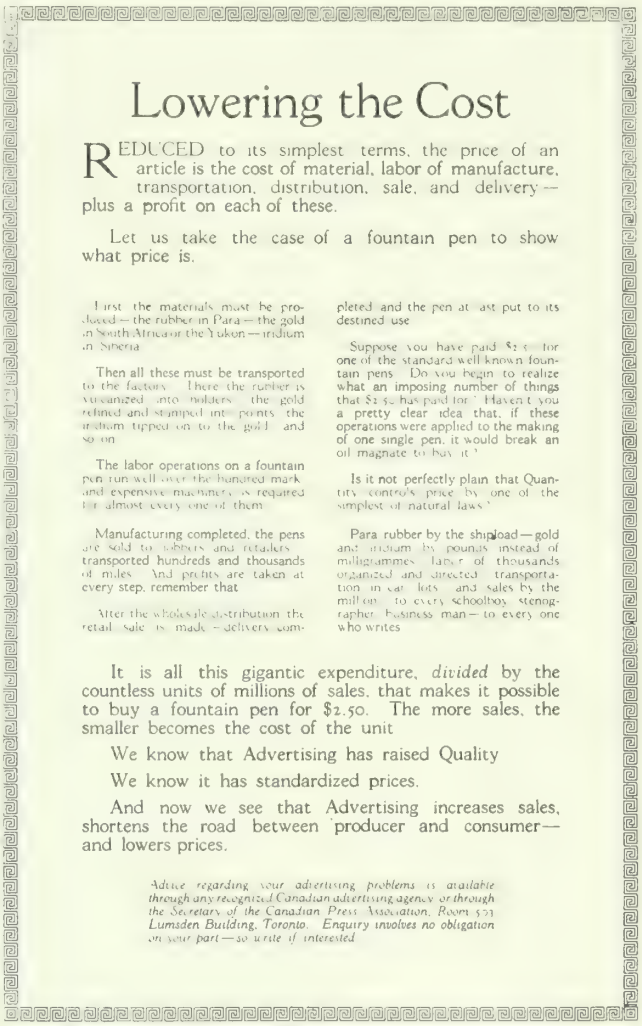
Newspaper advertisements are the finger-posts on the road to right buying. They are quick and safe guides to the places and goods most worthy of your patronage.

Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or through the Secretary of the Canadian Press Association, Room 503 Lumsden Bldg, Toronto. Enquiry involves no obligation on your part—so write, if interested.

Referring Directly to the Advertising Columns.

29 to every weekly newspaper publisher in Canada, with a letter authorizing their use in weekly newspapers on certain release dates. These dates are the ones on which they will appear in the daily newspapers. The publishers of weekly newspapers may set the advertisements in their own offices or secure stereotypes from the Canadian Press Association at what is practically the cost to the Association.

Later on, as soon as the daily newspaper section of the campaign is in thorough working order, an-



Lowering the Cost

REDUCED to its simplest terms, the price of an article is the cost of material, labor of manufacture, transportation, distribution, sale, and delivery—plus a profit on each of these.

Let us take the case of a fountain pen to show what price is.

First the materials must be produced—the rubber in Para—the gold in South Africa or the Yukon—iridium in Siberia.

Then all these must be transported to the factory. There the rubber is vulcanized into holders, the gold refined and stamped into points, the iridium tipped on to the gold, and so on.

The labor operations on a fountain pen run well over the hundred mark and expensive machinery is required for almost every one of them.

Manufacturing completed, the pens are sold to jobbers and retailers, transported hundreds and thousands of miles. And profits are taken at every step, remember that.

After the wholesale distribution the retail sale is made—delivery completed and the pen at last put to its destined use.

Suppose you have paid $2.50 for one of the standard well-known fountain pens. Do you begin to realize what an imposing number of things that $2.50 has paid for? Haven't you a pretty clear idea that, if these operations were applied to the making of one single pen, it would break an oil magnate to buy it?

Is it not perfectly plain that Quantity controls price by one of the simplest of natural laws?

Para rubber by the shipload—gold and iridium by pounds instead of milligrammes—labor of thousands organized and directed—transportation in car lots—and sales by the million—to every schoolboy, stenographer, business man—to every one who writes.

It is all this gigantic expenditure, *divided* by the countless units of millions of sales, that makes it possible to buy a fountain pen for $2.50. The more sales, the smaller becomes the cost of the unit.

We know that Advertising has raised Quality.

We know it has standardized prices.

And now we see that Advertising increases sales, shortens the road between producer and consumer—and lowers prices.

Advice regarding your advertising problems is available through any recognized Canadian advertising agency or through the Secretary of the Canadian Press Association, Room 503 Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write if interested.

One that will Appeal to the Thrifty Consumer.

other section will be conducted through the weekly newspapers. The copy used in this section will stimulate advertising and the reading of advertising in the local newspapers particularly.

Meetings of Ontario Publishers

The Mid-Ontario Press Association met at Lindsay on Thursday, March 21. The cost of producing small job work was discussed, and a job price list adopted.

The publishers or business managers of 19 Class "C" daily newspapers met in Toronto on Thursday, March 28, 1912, to discuss the standardization of rate cards. Standards governing basis of measurement, divisions of space, position, etc., were adopted, and a sub-committee appointed to consider the cost of producing advertising space in daily newspapers of various circulations. This committee will meet on Thursday, April 4, and soon thereafter another meeting of Class "C" daily publishers will be held.

The Lake Shore Press Association will meet at Oshawa on Friday, April 19.

Who's Who in Canadian Weekly Journalism

By W. A. Craick

No. XII—J. A. MacKelvie, The News, Vernon, B.C.

GENERALLY speaking, western editors are the only kind who have had real careers. Your average eastern scribe is a spoon-fed, stay-at-home individual in comparison with the adventurous spirits who have gone forth into the newly settled districts of the west to hold up the torch of knowledge before the eyes of the people. And it is necessarily so, for the men who are running newspapers in the new towns of Western Canada first saw the light of day long before the scenes of their future activities were located on the map, and must have reached their present abodes by some extraordinary chain of circumstances. One and all have some interesting story to tell of the way they arrived in the west, the experiences they have encountered and, provided they were not newspapermen before they set out, how they have drifted into journalism.



"He smokes a pipe constantly."

The Vernon *News*, which anyone in British Columbia, unless he be a disgruntled Grit, will tell you is one of the finest weeklies in the province, has as its brain-piece a man by the name of MacKelvie. The name is very well known indeed throughout the length of the famous Okanagan Valley and even beyond it. MacKelvie, it may be suspected, has Scottish blood in his veins, but he himself is a native of St. John, New Brunswick, where he came into existence one September day in the year 1865. When he was eighteen years of age and had just got through the grammar school, his father, who was engaged in the shipbuilding industry, took it into his head that he would like to go to that new Western Canada which was beginning to be talked of in the papers. It was very wild and woolly in those days, but the MacKelvies, senior and junior, struck out and got as far as Calgary, where they took up some land. The senior partner in the venture did not hold out long and returned east, but young MacKelvie decided to stay by the west, and a westerner ever since he has remained.

MacKelvie is known to-day as a political fighter. Doubtless the same spirit which inspires him to take up the pen in the cause of Toryism in British Columbia was at work in his veins back in '85 when he handled the sword as a loyal Canadian against the half-breed rebels of the plains. From Calgary he descended on Big Bear with the Alberta Mounted Rifles and enjoyed a brief but glorious career as a soldier. At numerous incidents and engagements in the Rebellion he was present and he was one of the party which rescued Mrs. Gouinlock and Mrs. Delany from Big Bear at Loon Lake.

After these fighting days he remained for a year or so at Calgary and then took the western trail again, doubtless with gold as a motive power, landing in Vancouver in 1888, when that fine big city was only a crude railway terminal. He knocked around the seaport for a year or so, until rumors of a gold find near Nelson started him on a journey again into the interior. It was just by chance that, stopping in Kamloops, he happened to hear of the newly discovered wonders of the Okanagan Valley to the south, where great results were being secured in farming. Nelson was far away; the Okanagan with its waiting harvest was near at hand. He took the easiest course and crossed over to Vernon. Working in the harvest fields, taking an odd job as a surveyor and making himself generally useful, he managed to subsist satisfactorily, and when W. R. Megaw opened his store in the town, MacKelvie became its manager.

In those days Price Ellison, who is now British Columbia's minister of finance, was coming into prominence in the valley and he and the young easterner struck up an acquaintance. While neither of them had had any experience of newspaper work, they were both confident that, given the chance, they could run a paper. MacKelvie had breathed a whiff or two of the journalistic atmosphere down east, where he had met John Livingston, who was related to him on his mother's side, and had that much on the credit side of the ledger. In 1893 the two-year old Vernon *News* was put up for sale and the ambitious pair snapped it up. Ever since, with the exception of four years, Mr. MacKelvie has edited the *News*. The Hon. Mr. Ellison, owning the bulk of the stock in the subsequently formed publishing company, controls the paper.

If you should happen into the town of Vernon in quest of information you will be referred by everybody to the *News* office. In the person of John Armstrong MacKelvie is deposited all the lore and all the knowledge, not only of Vernon, but of the entire valley. He is, so to speak, the Encyclopaedia Okanaganensis. This should be one of the functions of a newspaper editor, to have at his finger ends all details about his town and locality, but how seldom do you find it. The editor of the Vernon *News* is a pleasant

exception to the rule and what is better he does not hesitate to communicate what he knows.

Mr. MacKelvie is to be found in one of the best appointed newspaper offices in Canada and in a sanctum that looks like a real work-room and not a profound bluff. He is a man of middle age with just a touch of grey in the short beard and moustache that give his face a professional touch. Evidently a confirmed worshipper of my lady nicotine, he smokes a pipe constantly and with evident enjoyment.

By his own confession politics is his one and only hobby. He is a strong party man and a born organizer. To a skill in writing pithy editorials he adds an ablity as a platform orator which leads to his being requisitioned in every political campaign to take the stump on behalf of the Conservative candidate. It is a matter of common report that his friend the Honorable Price owes his present position largely to the efforts of the editor of the *News*. He has a sort of mesmeric influence over the votes in the Valley which ensures the election of his party's man every time. People recognize that he has the interests of the district at heart and have confidence in his guidance.

The *News*, up to date, has the field to itself in the town of Vernon, and, as the senior paper in the Valley, it has precedence over all the sisters in Kelowna, Summerland, Penticton and the other towns to the south. It has several distinctions. For one thing it runs twelve pages a week regularly. For another, it is set on a linotype and looks the part. In the third place its rural and district correspondence would make the mouth of any subscription canvasser water. And then its editorials are genuine, whole-cloth productions, which means a good deal in these days of decadent leader-writing. Not a little of all this progressiveness must be attributed to Mr. MacKelvie's native ability as a managing editor. He has recognized the importance of getting a strong hold on the people in the surrounding country and to do this he is willing to pay out considerable hard cash for gossipy corespondence. He believes in standing in right with the people who do this work and, as he puts it, jollies them along whenever he has the chance. Then this feature is followed up every summer by a subscription canvasser who not only takes subscriptions but writes interesting articles on the progress of the various centres.

"I regard the success of the *News*," says Mr. MacKelvie, "due just as much to what we have kept out as what we have published. I have personally strong opinions regarding keeping the paper clean and decent."

In the Okanagan Valley, as those who are familiar with it know, irrigation is the basis of success in fruit-growing. So far such irrigaton systems as have been built have been established by private capital. The editor of the *News* is firmly of the opinion that the Government should own and operate all irrigation projects in the interests of the poor man. He has adopted this as an editorial policy and has made the *News* the medium for advocating it strenuously. In irrigation he is deeply interested and has attended conventions in order to study it and thereby qualify himself for dealing with the subject intelligently. Small wonder that a man who does this should exercise an influence in the community.

Unfortunately it is impossible to tell any sporting stories about Mr. MacKelvie. He once went on a long hunting and trapping expedition in the mountains but got so much of it, that he feels it was a sufficient experience to last him for the rest of his life. He now leads a simpler kind of existence, finding in reading enough diversion to satisfy him, while in the work of the office, of the political organizations in which he holds important positions and of local undertakings, he has enough to occupy his time.

Correspondence

The columns of this department are open for the discussion of all subjects relaited to the printing or publishing business. This is YOUR department and the editors cordially invite you to use it for the expression of your views on matters of interest to the craft.

Throwing in Reading Notices

To the Editor:

March 8, 1912.

In spite of your valuable work as secretary of the Canadian Press Association in forming associations of printers and publishers in Grey and Bruce counties and elsewhere, and in organizing a Cost Congress to which every printer and publisher in the country, from Halifax to Winnipeg, was invited, and especially the country publisher, we have clipped this week from the news columns of a Bruce county weekly an item that shows how one publisher values his advertising columns. The paragraph reads:

> "Get your auction sale bills printed at the — — office, for with every set of bills done here we give a free notice, and the paper goes into every home. The notice is worth as much as the bills."

This surely is enough to make a man weep. We trust, however, you will take courage in the good work begun and the enthusiasm shown at the Cost Congress, and hope that next year you will *consider paying the expenses to the Congress of some such publishers* that they might get in touch with the light.

Yours truly,

E. ROY SAYLES.

Times Office, Port Elgin, Ont.

Our Last Number

March 4, 1912.

To the Editor:

We have received *Printer and Publisher* and everyone is delighted with the report of the Congress. Words of commendation have been many, and I join them in congratulating you on the success of this issue, both from an advertising standpoint and for the good it will do. You will see by this that anything I can do will be always with the best feeling towards *Printer and Publisher* and your success attending it.

Yours truly,

MATTHEW ESDALE.

Esdale Press, Limited, Ottawa.

(The above extract from Mr. Esdale's letter is typical of many references to our last number that have been made in letters and by word of mouth.—*The Editor.*)

Honesty and Cleanliness in Advertising

By A. T. Wilgress
The Times, Brockville, Ont.

A PLEASING sign in the evolution of the Canadian newspaper is the fuller appreciation by the publisher of his duty towards protecting his readers from deceptive and offensive advertising matter, and the editorial suggestion in the last issue of *Printer and Publisher* that the Canadian Press Association should at its coming convention take a decided attitude in favor of honesty and cleanliness in advertising is worthy of all support. The Association should urge every Canadian newspaper publisher to keep his advertising columns not only reliable but sweet and wholesome.

The publisher can hardly be expected to guarantee the reliability of all advertisements in his columns. He must use his best judgment and instinct to secure that so far as is possible, but he can certainly keep his advertising matter clean and wholesome and free from that offensive matter which too often pollutes the pages of some of our representative Canadian newspapers.

There are two classes of advertisement which should be banned: the merely vulgar, and the positively demoralizing.

The merely vulgar advertisements give minute and coarsely expressed details of the human interior mechanisms and symptoms of sundry ills which flesh is heir to. These may be in place at a medical college lecture or a hospital clinic, but they are certainly out of place in a daily newspaper which goes into the Canadian home. These are private matters for the care of the family physician. Some of these vulgar advertisements slip into print because the advertising matter is not edited; the publisher accepts the contract and never scrutinises the matter which is sent in from time to time to the news foreman. Several times when the writer has rejected advertising matter on account of its offensive wording the advertiser has allowed it to be altered without demur to suit the publisher. News matter is carefully edited; why not advertising matter also? It may be said that the news columns contain demoralizing matter. Not often. The Canadian newspaper publisher seldom stains his news columns with improper matter, and the man who keeps his news columns most clean is likely to keep his advertising columns clean also.

The suggestive advertisement is still worse than the merely vulgar because it usually leads toward positive immorality. If the testimony of many medical men and the superintendents of hospitals for the insane is to be accepted these suggestive advertisments are to a great extent responsible for untold mental and physical injury. Some are so brazenly indecent in character that they might well be prohibited by legislation.

It is not necessary for the publisher to accept unclean advertisements. The publisher who claims that he must accept anything and everything in the way of advertising matter in order to make a living is not managing his business properly and had better engage in some other occupation. Newspaper publishers to-day are able to command reasonable rates of payment for advertisements and to insist upon acceptable advertising matter. As a matter of fact it pays financially to keep the advertising columns clean just as it pays to keep the news columns pure. The newspaper with a reputation for wholesome sentiment and clean columns is the one which carries weight and bears the stress of competition best. The good advertiser likes to have his advertisement in good company. What pride can he take in it if it is cheek by jowl with the disgusting details of a cure for some private disease?

That there is a wholesome sentiment among publishers of Canadian newspapers to reject vulgar and suggestive advertising matter is beyond doubt. In fact, in several instances the publishers refuse to publish "medicine" advertisements of all kinds upon the ground that medical matters are solely within the province of properly qualified medical practitioners and are purely private and personal matters. There may be a difference of opinion as to whether such an extreme step is justified, because there are some excellent standard "proprietary medicines" which are endorsed and recommended by the doctors themselves, but there can be but one opinion as to the desirability of cleansing the columns of the Canadian press of certain classes of offensive and injurious advertising.

It is not prudery upon the part of the publisher which prompts him to reject the vulgar and offensive advertisement. It is simply that he thinks of the effect of these advertisements upon his own flesh and blood, upon those nearest and dearest to him, and naturally the next step in this healthy line of thought is a consideration of the effect these advertisements will have upon the families of his readers. It was the proud boast of Sir Henry Irving that he never produced a play to which a man could not take his sister, wife or sweetheart, and it ought to be the proud boast of the publisher that his advertisements could be read without offence in any family circle.

Essex and Kent Publishers Discuss Cost

About twenty-five printers and publishers of Essex and Kent counties met at Windsor, Ont., on Friday, March 22, to discuss the cost of production and allied problems. This meeting was the twenty-sixth in the series of district cost conferences now being held throughout Ontario under the auspices of the Canadian Press Association. John M. Imrie gave a talk on the cost of producing job work in weekly newspaper or small job offices and an exposition of the Canadian Press Association Cost System. Hal. B. Donly spoke on the cost of producing advertising space in a weekly newspaper. He said no weekly newspaper published in Ontario could afford to run home-set advertising for less than ten cents an inch. This price should apply on the largest quantity of space sold on a yearly order; smaller quantities and short time contracts should be at higher rates.

The Essex and Kent Printers' and Publishers' Association was organized at the close of the conference. J. A. McKay of the Windsor *Record,* was elected president, and W. R. Davies of the Thamesville *Herald,* secretary-treasurer. The new association will hold its first regular meeting in Chatham during May.

Review of Specimens

J. CLARK KNOX, Grassy Lake, (Alta.) *Gazette.*—Your samples of letterheads are very effectively arranged and printed. Their value lies in their simplicity and clearness, and absence of fussy decoration. The best among them is your own letterhead, printed in black and red on brown linen-finish paper.

Thamesville (Ont.) *Herald.*—The booklet recently issued for the benefit of the Thamesville merchants treats in a sane and sensible manner the mail order house monopoly as it effects the country merchant. As a piece of advertising literature it carries conviction and should prove effective and profitable. The typographic dress is very fittingly subdued in treatment, thus lending force to the message.



Title Page from Federated Press, Limited, Montreal.

The Federated Press, Limited, Montreal, Que.—The installation of a monotype equipment was announced by this firm in a booklet possessing exceptional merit. The cover is a heavy brown stock, displaying an engraved design printed in four colors—brown, gold, green and grey. The end leaves are a lighter weight of the same stock, and bear the firm's monogram printed in three colors—buff, green and black—on white coated stock. The whole is bound together with a brown silk cord and enclosed in a special envelope of the same stock as the cover. The title page is here reproduced in half-tone, but it fails to convey an idea of the excellent effect obtained by the colors of the original.

Port Arthur *Daily News.*—The blotter recently issued by you should prove a profitable piece of publicity. It grips the attention and interest at once and centres it on the vital parts of the persuasive and convincing argument. This form of publicity is inexpensive and the results are usually gratifying and profitable.

J. B. Lake, Powassan, (Ont.) *News.*—Your package of samples shows many commendable and interesting points in typography. The programme for the ball of the Trout Creek Rifle Association is perhaps the best and most novel treatment. The letterheads and envelope corners are for the most part well arranged, but a few of them could be improved if set in a little smaller type. The telephone directory card would look better if the red had phone directory card would look better if the red had been omitted from the holly border.

C. H. Flewwelling, St. John, N. B.—Your specimens show good taste and careful judgment in arrangement. The simple manner in which you have treated your own billhead makes it the most commendable one in your package.

The College Press, Toronto, Ont.—The programme of Lenten Services is very appropriately subdued and dignified in treatment. The first page is especially interesting, and is an excellent example of almost perfect balance. We reproduce it herewith.

The Cranbrook (B. C.) *Daily Entertainer.*—The good arrangement of the matter on the Fred W. Swain letterheads have been lost to a certain degree by improper sizes of type. On the letterhead set in copperplate gothic the top line is much larger than is necessary. The group directly below this line and in the centre would look better if lowered a pica. The letterhead set in script would have been improved if the words "Fred W. Swain" had been set a size larger and the three lines commencing "Fire, Life, Accident," etc., a size smaller. In regard to general arrangement, the present arrangement can hardly be improved.

Meaford, (Ont.) *Mirror.*—The announcement of the Meaford High School is a very creditable piece of work, both in general make up and presswork.

Will You Send Us Some Samples of Your Work?



Will you co-operate with the editors in their effort to make the monthly review of current typography of intense practical value by sending some of your work for inclusion in it? The review will be an impartial one and the criticisms offered will be constructive.





Catalogue Cover from R. G. McLean, Toronto.



Catalogue Cover from the Miln-Bingham Printing Co., Toronto.

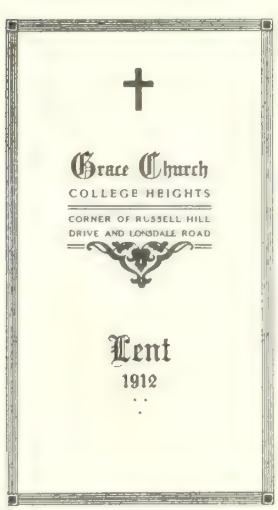


Cover Page from The Review, Peterborough, Ont.

The title page, however, suffers from excessive decoration. A simpler treatment would have made a more effective page.

Miln-Bingham Printing Co., Toronto, Ont.—You are to be congratulated on the high standard of excellence attained in your specimens. It is evident it was only secured by a careful understanding of requirements and a thorough knowledge of how to meet those requirements in the best manner. The automobile catalogues reveal the extensive scope of your establishment. Their design and make-up are distinctive; their presswork excellent. The cover of one is reproduced in half-tone. The original is a heavy, deep brown stock with the words "Tudhope Motor Cars" printed in gray and embossed. The balance of the design is in blind embossing.

Peterborough (Ont.) *Review.*—That the city printer is not the only producer of superior work is evidenced by the large number of distinctive samples received from this firm. Two features of these samples are the variety of treatments and unusual styles of design, which is well shown by the cover here reproduced. The original is printed in two colors of blue on white stock. A piece of blue paper with the bottom corners trimmed diagonally to resemble a badge, is inserted through and pasted on the back of page. Two monograms are printed in gold on this paper. The booklet is wirestitched and bound with a pale blue silk cord.



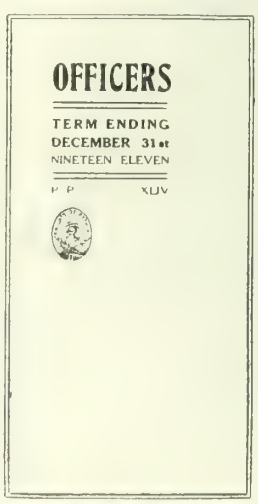
Leaflet Cover Page from The College Press, Toronto.

R. G. McLean, Toronto, Ont.—A feature of the catalogue of Gerhard Heintzman pianofortes is the artistic and well printed cover, which enhances the value of the catalogue considerably. A heavy pale blue stock with embossed stripes has been used. The design is printed in grey and embossed, except the bottom line, which is blind embossed. A picture of a woman playing a piano is printed by the three-color process and pasted on in the centre of the design. The treatment of the inside pages is hardly up to your customary high standard. Especially is this noticeable in the title page design, the value of which is lessened by excessive and meaningless decoration. The commercial value of a design is of most importance, and in the endeavor for distinctness it is well to give this first consideration.

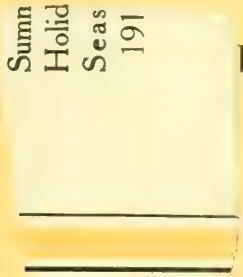
The Morning Albertan, Calgary, Alta.—Your package of samples shows many creditable pieces of printed matter. The presswork on all samples is good, but much of the typographical display could be improved if treated in a simpler manner, care being given the grouping and arranging of matter. The use of a single type face on one job would also be an improvement.

Fred Doig, St. John, N.B.—Among the samples of your package are some very distinctive and well arranged letterheads; the better ones being those that are simple in treatment and show but one type face. Your own letterhead is the most distinctive one, being printed in blue and green on a pale green, deckle-edge stock. Among the remaining samples the list of members of Union Lodge is the most pleasing. The inside pages show an exceptionally clever arranging of the matter. One of the pages of this folder is here reproduced. The word "Officers" is given prominence by being printed in red.

A. L. Barrett, Curling, Nfld.—The samples submitted are very creditable, though one or two may be improved. The envelope for "The Big Four" would look better if the type was set considerably smaller. The notehead for the Great Western Suiter Company would be improved if the line "Quality First—Our Motto" was made into two lines and placed at the left hand side, and the date line placed along side the word "Curling."



Title Page from Fred Doig, St. John, N.B.



SUGGESTIONS for the treatment of booklets will be found on the following seven pages. ¶Frequently entirely different styles of designs are used for cover, title and inside pages. While each separate design may have many excellent points in itself, being at variance with the others, it quite destroys the uniformity of the booklet. Therefore it is usually advisable to follow a single design throughout. The design of a cover that attracted and impressed the recipient will do good work if used on the inside pages. Thus the parts work in harmony, their power unimpaired by conflicting elements, with one common purpose and aim—to influence the mind most forcibly with the advertiser's message.

Evergreens for Indoors



IN the sense of commercial value the simple design is the most practical. The absence of points of attraction in the design naturally centres the attention of the reader on the message. The simplicity of the above design is therefore not a fault but a point in its favor.

THE popular fallacy that a border must be a considerable distance from the edge of the page is corrected in the design below. Placing the border near the edge gives a feeling of size to the page. This is very often desirable, especially when the page is small, but should not be done unless a considerable amount of white space can be secured between type and border.



THE
ORPHEUM
CLUB

EVERGREENS
FOR INDOORS



THOUGH nearly all of the plants in the window-garden retain their foliage, in effect, the year round, a certain number of them actually do, and this class of evergreen house-plants deserves consideration by itself, as indoor evergreens are not so widely known as they should be, nor are they as often found among house-plants as they deserve to be. Aside from their place near flowering window plants in-

of this booklet, [illegible] above is simple in treatment, and its elements harmonize well. A point of advantage in both of these designs is the use of twelve point rules as a tint in the border, which tends to make the centre panels "stand out."

BOOKS

For the
Summer
Holiday
Season
1912

Bradley's
Book Store

Ottawa, Ont.

IN designing this cover the arrangement of the type was given first consideration, and the border was made to conform to that arrangement. This is an advisable method to follow whenever possible, as it ensures the best arrangement for the matter. The page itself is unusual and distinctive, without being eccentric.

IN the design below we find the copy reset. The same points of emphasis are brought out, but in proportion to what they are contrasted against. The border is simple and harmonizes well with the type and ornament. The ornament is not only appropriate to the subject, but its form is also harmonious with the form or arrangement of the matter.

BOOKS

for the
Summer Holiday Season
Nineteen Hundred
and Twelve

Bradley's Book Store
Ottawa, Ont.

BOOKS

For the
Summer
Holiday
Season
1912

BRADLEY'S BOOK STORE
OTTAWA, ONT.

WE have here a third arrangement of the same matter. Notice the necessary emphasis given to the article advertised. Notice also the manner in which the matter is arranged into three groups, and that the greater portion of the matter is a little above the centre of the page.



Prospectus
of the
Oakland Academy
for season of
1911-12

THE idea prevalent among some compositors that large type is necessary on a cover has many times been the cause of unsightly pages, and the reason why they just failed of marked excellence. In determining the proper size for a line of type consider the other elements of the cover with which it must contrast—the border, ornaments, stock and colors of ink. Also take into consideration the distinction and emphasis one line should have above another. Following this method beforehand the proper size of type may be readily determined.

The design on the left exemplifies this idea. It was considered unnecessary to spread the matter all over the page, so a type sufficiently large for each line was chosen, and the matter formed into one group. Good balance is secured between the cut and type matter.

The design on the right is also good in arrangement, harmony and balance, and shows the advantage of an appropriate cut.

CONCERT
Held under the Auspices of the
Mendelssohn
Society



Mendelssohn Hall
February 10th
1912



WHEN making investments, it is not only necessary for one to consider the tangible property and earnings of the companies behind bond issues, but one must be assured of the future growth of the territory in which these companies operate. Nowhere is this more true than in the consideration of public utility bonds—a type fast increasing in favor, combining as they do the highest income yield consistent with safety.

The growth, success and earning abilities of public utility corporations depend largely upon the *stability of growth* of the cities in which the companies operate. Another essential feature is the character and ability of the men who direct the policy and physical operation of these companies.

The properties behind every issue of bonds we offer you are invariably subjected to the great test of growth



of population not only the *past* growth, as shown by the Dominion Census, but also the promise of *future* growth as shown by new and visibly developing industries. In addition, every move is passed upon by the best legal and engineering counsel and by expert auditors. Every test which our experience dictates must be passed by the bonds we offer before we purchase them for our own account.

Judge for yourself what this scientific study of the future of these public utility corporations means to you. You can't afford to take chances with your savings, and you want good income return. Only by obtaining expert advice can you be assured of *the largest yield consistent with safety*.

We will gladly aid you in solving your investment problem. Whatever the bond issue may be upon which you want advice we shall be pleased

THE compositor finds it more difficult to get variety in the treatment of inside pages than with cover pages, the solid page of type being an unwieldy and inflexible mass. The above design is offered as a simple and practical suggestion for the treatment of inside pages.

THE COMFORT OF THE BATH



The Canadian
Automatic Gas Water Heater
Galt, Ont.

FOREWORD

EVERY self-respecting man and woman likes to keep clean, and glories in the luxury of a good bath. Perhaps it is cleanliness that makes us self-respecting, or perhaps it is the other way round, but we all want everything that will add to the convenience and comfort of the bath room. Perhaps you do not know that it is possible to have an unlimited supply of hot water—hot water whenever you want it, winter or summer—hot as long as you want it—hot as long as it runs.

Unless you have seen or heard about the wonderful Canadian Automatic Gas Water Heater this

WHERE it is desirable to secure a distinctive and unusual effect in the treatment of a booklet, simple and ordinary borders and rules may often be called into play with excellent result.

FRANKLIN PLUMBING FIXTURES



FRANKLIN MFG. COMPANY
BERLIN, ONTARIO

INTRODUCTION

IN compiling this catalogue we have endeavored as far as possible to confine ourselves to describing our product rather than eulogizing it. However, we feel it absolutely fails to convey a correct idea of the fine material, excellent workmanship, and perfection of detail which an examination of the fixtures themselves would reveal.

Because of their durability and efficiency Franklin Plumbing Fixtures never cease to add value to your building investment, as long as your building endures. Their comfort and convenience are a constant source of satisfaction.

Build permanent sanitary protection into your home by specifying, not verbally, but in *writing*, Franklin Plumbing Fixtures, and seeing to it personally that they, and not substitutes, are installed.

FRANKLIN MFG. COMPANY
SANITARY PLUMBING FIXTURES
BERLIN, ONTARIO

THE notion that twelve point or even six point rules signify mourning has kept many compositors from securing the excellent effects and results obtainable by their proper use. The borders above, being made up of these rules, are offered as suggestions for similar border effects.

PRINTER AND PUBLISHER.



A catalogue cover, simply but effectively decorated.



The Standard Cost System is installed in this—the largest printing plant in Canada—the Government Printing Bureau.

Is a Cost System Necessary in the Government Printing Bureau?*

By Fred. Boardman

Superintendent of Printing, Government Printing Bureau.

BEFORE going into the subject which has been assigned to me I thought it might be of interest to give a few facts concerning the Printing Bureau at Ottawa, it being a National institution.

The office of Queen's Printer was created in 1869, but the printing for the Government was done under contract until 1886, when an Act of Parliament was passed under which the Printing Bureau was established.

The present building was erected over twenty years ago and with subsequent additions now comprises five floors and basement and contains over three acres of floor space.

It is said to be the largest printing establishment on the American Continent with the single exception of the Government Printing office at Washington. When I tell you that in the typesetting and proofreading divisions alone there are over 300 men employed you will realize somewhat the extent of the institution, while in the bindery there are 257 people and in the pressroom there are 90 employed.

In addition to this there is a stereotype division and a map engraving division. A recent installation is a machine shop which enables us to repair and even manufacture many parts required to keep the plant in good working condition. There are also electricians, carpenters and plumbers.

The whole staff employed in the Bureau comprises 855 people, which of course includes those in the stationery, distribution, caretaking, office and administration divisions.

In the pressroom there are 35 power presses, some of which, for about half of each year, run both day and night.

In the typesetting division there are 32 linotypes, 10 monotype keyboards and 8 casting machines. These are also in operation both day and night for half of each year.

The pamphlet bindery contains 15 wire stitching machines, 12 sewing machines, 4 folding machines, one pamphlet covering machine, besides cutting machines, smashing and bundling machines, etc.

The book-bindery contains case-making, rounding-and-backing and caseing-in machines, 6 paging machines, 1 cheque perforating and numbering machine, besides punching, round cornering, perforating, leather paring, cloth cutting, stamping, smashing and cutting machines.

All the one and two cent postage-prepaid envelopes used in Canada are made and stamped. Two specially built machines are required for this purpose and nearly six million stamped envelopes are manufactured yearly.

Is a Cost System Necessary in the Government Printing Bureau?

Messrs. Hyde and O'Connor, the experts employed by the Hon. Mr. Murphy, the late Secretary of State, in the recent inquiry into the affairs of the Bureau, in the report used the following words:—

> "Much is to be desired in the way of improved system of cost keeping in the Bureau. That the cost estimates that have prevailed are not fair and just is evidenced by the fact that the Bureau since its organization has accumulated a very large surplus, about $362,000. This was not contemplated when the Bureau was organized, the object being to do the printing of Parliament and the Departments at cost. The custom of the Bureau is to add a percentage

*This and the following five articles are addresses given at the Eastern Canada Cost Congress held in Toronto on February 22 and 23.

to the cost of each operation, and upon completion, to add a further percentage for overhead charges."

Here, then, is a reason why a Cost System that gives *actual* costs—not *estimated* costs—is necessary. The great secret is to know, not once a year, but all the time, exactly what is and has been done, what expenditures are increasing or decreasing, and why, It is the unseen and unthought of expenditures that count.

Organization.

It is necessary to have ORGANIZATION to secure SYSTEM, and it is necessary to have system to find COSTS.

The manufacturing side of many establishments seems to be the last to receive any special consideration with a view to organization on a systematic basis.

In performing the various operations in any large printing and bookbinding establishment in order to obtain reasonably low costs on the manufactured products, to turn out a reasonable quantity in a given time and with a given equipment, and to maintain or improve upon the quality of work which has been set as the standard, it is necessary to arrange some system and routine by which the various elements of labor—hand or machine—and material may be properly controlled and performance records made. Form blanks must be printed and installed, records must be made, duties must be defined and in short, the whole establishment must become a machine in which every part is guided and directed in the certain performance of its intended function.

When every man's duty is well defined and accurately kept records show that these duties are performed, and every piece of material which enters into the work in hand is written in the records, then, and not till then, the work is organized and its highest functions may begin.

System.

One of the dictionaries defines System as "A plan or scheme according to which things are connected into a whole."

There are many systems applied to printing offices. Some are very good and when properly installed and carried on produce the very best results. Others are too complicated to be readily understood, and others again are too cumbersome. But the most deplorable thing about printing office system is its total absence in so many of our establishments.

Denham says "The essential qualities of a system are: First, accuracy; second, adapability to universal application in competitive plants; third, the utmost simplicity consistent with the required information."

A Cost System is a definite clerical routine pursued for the purpose of determining cost. The use of any incorrect system gives a false basis for selling prices. Guessing at value of product is pure gambling.

A good Cost System will show more than cost. It will show that the actual time consumed nearly always exceeds the estimates and that the non-productive element of time is a more important factor than supposed. Familiarity leads us to pass and repass many things unnoticed that are strikingly apparent when bulked together and brought to the light through system.

The all important thing, then, is to follow faithfully a system which has been tried and proven to be correct. When this is done you can place your finger on the leaks in your business and stop them. It should show who are the efficient and who are the deficient workmen; and what machines produce the greater volume of work. The records of time which it provides are the most valuable data for estimating the time to produce given work. It will give more information for the effort expended than can be obtained in any other way. The proportions of Productive and Non-productive time constitute the thermometer.

Cost.

Cost should be the basis which all selling prices are fixed. The merchant-printer who does not know what his product costs must of necessity make guess selling prices. How many times in a hundred can you guess right?

It being the duty of the Printing Bureau to charge to Parliament and the Departments the actual cost of each job or piece of work—and these amount to about 20,000 in a year—you will readily see the fallacy of attempting to guess prices to be charged with the expectation of breaking even at the end of the year.

For these reasons, then, the International Standard Cost Finding System was installed in the Printing Bureau on the 1st of April, 1911. This system was chosen because it is backed by the opinions of thousands of the best thinking minds on Printers' Cost System on this continent, has been tried and proven, is the simplest and the most satisfying.

Is a Cost System Necessary in a Large Office?

By R. T. McLean
Of R. G. McLean's, Toronto

TO the question "Is a Cost System necessary in a large office?" asked in this age of cost enlightenment, with Trade Papers filled with good articles telling us of the advantages, there can surely be but one answer. The printer with a Cost System will, of course, say that a Cost System is necessary; the manufacturer in any other line will tell you that he knows his costs in order to make his selling price, and even the printer without a Cost System will admit that a Cost System is necessary, particularly for the other fellow. It is always the other fellow who cuts the price.

It is natural to suppose that those attending this Cost Congress, especially those from out of Toronto, are interested in this Cost Finding Movement and have been reading of all the good things in store for those who will instal a Cost System. The best men in the country have told you and have quoted actual figures to show you the benefits. What is there left for me to say? I could have taken up half a dozen

of our Trade Papers and with the aid of a pair of scissors put together an interesting article, but that is not what I have done. I did not think that was what you wanted. I am going to take just a few minutes of your time to tell you a few things that I happen to know about our own office. I cannot speak for others.

We probably understand by a large office one that has platen and cylinder presses, typesetting machines and a bindery. To arrive at some of the points I will try to show you, you may say to yourselves "A Cost System is not necessary to get that information." This may be true, but the figures that I give were gathered from forms used in the Standard Cost Finding System and I venture to say that unless you have a Cost System you cannot produce corresponding figures for your office.

All offices should be divided into departments and each department should be made to stand its just share of expense and show a profit. If this is not done you can easily see how you may run on for an indefinite time making money in one department and losing it in another. Probably a point or so from each department may be of interest.

Inventory. First thing necessary is an inventory. How many offices have a good inventory? Are you insured under 80 per cent. co-insurance clause and if so, do you carry insurance equal to 80 per cent. of your value? Are you sure of it? If your place were destroyed by fire could you prove your loss to the satisfaction of the insurance companies? I have heard it said that if a printing firm has a loss and a good inventory by some appraisal company, that the adjustor will almost pass his loss at his word, he would be so thankful to him for the trouble saved him. Surely a good inventory must be a great help to an adjustor.

Hand Composition. Only a few years ago we were charging from 50 cents to 55 cents per hour for hand composition, we did not know what it cost. With better conditions throughout the country, the prices have advanced. Here let me say a word for organization. About four years ago the Toronto Printers' Board of Trade was organized and to this organization more than to anything else is due the credit for raising the prices of printing in Toronto to where they should be, and the raising of prices in Toronto has undoubtedly helped to raise the price in outside places. Now, we know that even when we sell at $1.00 per hour we do not make a profit. Yet how many get $1.00 per hour? How many of you are getting as high as that? Very few. Some of you will say that your costs are not nearly as high. There is just the trouble; you don't know; you only guess and the chances are your guess is low. If you knew your costs, you would sell at cost plus a profit.

Just a few figures here to show how we reduced our cost on hand composition. At the end of September we threw out our composing room equipment and replaced it with the latest. We bought new frames, new cases, letterboards, stones—everything was renewed. Some of you bought for 30c. the cases for which we had paid $1.50. Although we had been continually buying leads, slugs, furniture, etc., we added at this time just an additional 5,000 pounds. Our equipment was as good and better than most of yours, but the continuous advertising of the supply houses had its effect. What was the result? Our cost per hour was greatly reduced as shown by our cost system. In the three months of 1911 our outgoing charges increased $1,500, and at a reduced wage cost of $800, notwithstanding that the three months of 1910 were big months, two of them larger than any two other months of 1910.

Bindery. Just here I will say a word about the bindery, as it would never do to finish this talk by referring to a department on which we have not made a profit. It is just as necessary to show when a department makes a loss as when it makes a profit. We have not made a profit in our bindery. Either we have not enough work for it, things are not run economically, a lack of efficiency, or we are not charging enough for our work. Something must be done in this department.

Linotype. Linotype composition costs us $1.20 per hour. We do not get 6,000 or 7,000 an hour as claimed in linotype literature. During the first six months of last year we had set in other offices 7,120,000 ems. Some of you will say, why did you not get another machine and do it yourself and save money? How much would we have saved? Not knowing our costs we might have imagined that we could set the matter for 25 cents per thousand or less, but our linotype composition cost us 50 cents per thousand, corrected matter. We do not find it necessary to set 6,000 or 7,000 per hour in order to make a profit in this department. It is one of the most profitable departments we have.

Monotype. The monotype is the machine that sets tabular matter as quickly as straight matter. We do not do so in our office. I am not going to give out figures or averages per hour. The work required for the monotype is so much more complicated that a comparison of output would not be fair. We find our keyboard cost $1.71 per hour. This is not as low as the linotype; we have more idle time. Why do we not use linotypes altogether instead of monotypes? This would be impossible in our office; we could not get along without the monotypes.

Platen presses. Our second best paying department. Smaller offices remember this when you get a request for a job that requires cylinder press work. Either let the other fellow have the work or pass it out for some other printer to do for you until you are sure you have enough to keep a cylinder press busy all the time. Do not think that you would have secured every order that you were asked to figure on if you had a cylinder press. With a Cost System you can find your cost per hour of your platen presses, but you cannot find what your cost per hour of a cylinder press would be until you get one. We find our cost to be 62 cents per hour.

Cylinder Presses. About June of last year we were talking of adding to our cylinder department. We were busy and with lots of work in sight, thought an addition was required. You know how good you feel when things are coming your way and you dream of a large model plant covering a whole block. Did you ever notice how much longer it takes to get out work from your cylinder presses when things are slack than when there is plenty of work? You do not like to see the men standing around idle, neither do they like to stand around idle and extra time is consumed, perhaps a better job is turned out, but how hard it is to charge out that docket. You would rather see the work hurried through and the time come through about as estimated. There were six months of the year yet to come, July to December, inclusive. The question was, *"Are we getting all we should from the presses we have?"* The records of the corresponding months

of 1910 were turned up and it was found that if the time lost on waiting for ink and the time lost waiting for stock and the idle time, which is the time waiting for forms to put on the press, had been utilized, that we have had the output equal to an extra cylinder press. This was found out before ordering. The addition was not made. How did we get along?

(1) We had less night work than for the previous year.

(2) The presses had less lost time, less idle time.

(3) Our total charges for this department increased 17 per cent. over the year before.

(4) There was a reduction in the pay roll of 13 per cent., equal to $700.

This reduction in wages is due to the fact that during 1910 for part of the time we had ten cylinders running, while in 1911 there were only eight.

If you can get increased output from your presses by getting what you should get from them and without extra expense, surely this is better business from your end of it than to buy extra presses.

This is a case where you will say the Cost System was not used, and where I will ask those who have not a system, "Can you give me figures for your office?" We couldn't have told you before adopting this Cost System.

Stock Handling. This is the most profitable department of our business. After allowing 13 per cent. on the cost of the paper as billed to us by the paper houses, we made a profit of 12 per cent. for last six months of 1911, and we purchase several thousand dollars worth of stock in a year. We used to add 10 per cent. to the invoice price of the paper, but that was when we were brave; more often we only added 5 per cent. and did that, not because it cost us anything to handle stock, but because we were looking for a profit.

What a help a Cost System is in making a charge on an order. You make your charge, add a fair profit and your invoice is sent out. If you know your costs you can face your customer with a clear conscience if he comes back and questions the price charged. You can show him that you have charged only a reasonable price and if he is a customer worth keeping, he will pay the price. If you don't know your cost he has you, he can beat you down by telling you what he could get it done for elsewhere.

What are you going to do about a Cost System when you leave this meeting? Are you going on in the same old way, or are you going to see that you have a proper system yourself and then see that the other fellow gets one? After Mr. Ellick speaks tonight you will have a good idea of its working. Take up the matter at once while you are enthusiastic about it, and that means now. A set of the necessary forms has been given you. We have the electros of these here in Toronto; you can either borrow the electros or buy the necessary forms. Any help will be cheerfully given you, do not be backward in asking questions. Put in a good Cost System and you will say from experience that *a Cost System is necessary for a printing office, large or small.*

Is a Cost System Necessary in a Small Shop?

By Hal B. Donly

Publisher of the Simcoe "Reformer"

THE chairman has been good enough to describe what I am to say as a paper. I must, therefore, begin by apologizing. I have prepared no paper, though, of course, I will not plead that I did not know I was to be called upon. But my idea was that the subject of the necessity of a cost system was to be opened by Mr. McLean, from the standpoint of the Big Shop, and all that would be necessary for me to do as the spokesman of the Small Shop would be to cry "Amen" to his arguments.

The reply to the question, unencumbered by any reference to the size of the shop, "Is a cost system necessary?" is surely to be found in this gathering itself. You are here because you believe that a system is necessary. Well, I have been ransacking my brain ever since the invitation to speak reached me, to discover reasons that prove the necessity of a cost system in a Big Shop, that do not also apply to a Small Shop. Is the proprietor of a Small Shop a better guesser than he of the Big one? To get at cost there must be a cost system. The Small Shop man says he produces printing cheaper than the Big Shop can. How does he know? Is he a law unto himself? Is there anything in the idea of the division of labor? If there is, he is not correct in his surmise. His mere guess or say-so will not, at all events, make his cost of production a mill less or greater than it is. And the problem of the relative cost in the Big and Little Shops will only be finally solved when a series of results in many shops of both classes can be tabulated and compared.

My advice to the man in the little shop is, to indulge in no day dreams. Plant depreciates in small shops as well as in large ones. The tax gatherer calls on the one-press printer just as often as on the man with forty; so do the insurance agent and the landlord.

But it is a difficult task to convince the one-press printer. It is useless to blind our eyes to that fact. Nor will it serve to tell him untruths. The operating of a cost system takes time, and that is something of which the one-press printer has little to spare. I think I understand what gets into the head of the man of the larger shop when he is confronted with this sort of small shop man. I have met and talked with a number such, in various places scattered over the province. These are men who have to wrestle with pay-rolls; perchance have cost systems installed, and know to a cent the cost of each individual job. They know that up and down the street are the little men anxiously waiting to pick up jobs, if they refuse them, at prices often much below what they are asking. They have asked me if I have any solution of the problem. My only advice is, patience. Don't treat the small man as if he is a pariah. Give him the benefit of your cost system at every opportunity. Let no man imagine he can do all the printing of his com-

munity. Help your opposition to get a good price, a profitable price. If he is incorrigible, and persists in doing work at cut-throat prices, he will soon cease to be a one-press printer. He will have a pay-roll of his own, and will come to his senses. But I believe there will eventually be found very few incorrigibles. Let the campaign of education be continued. Sooner or later the skull of the most benighted sinner will be penetrated. For generations printers counted job press work at a thousand an hour, and considered hand composition was well sold at fifty cents per thousand ems. These ideas have received many rude jolts in the past two years. Let us go on with the good work until we succeed in making axiomatic the substitute propositions: namely, that hand composition should sell in Ontario for something very close to one dollar per hour, and that the cost per hour of Gordon press work runs from 60 to 75 cents. Once this is accomplished the concern of the larger printer in the price list of the smaller shop will visibly lessen. Meanwhile, as assisting in the process of education, treat the little fellow as a human being with a right to be on earth, and entitled to secure some of the work that is going around.

So much for the subject that I was asked to discuss. But there is a feature of this cost agitation that lies much closer to my heart than the problem of getting cost systems into the very small shops of the province. I am identified with a fairly well equipped plant in a medium sized town, and while we are always doing all the job work we can get to do; and are prepared to do at satisfactory prices, more than we are getting, yet, after all, and wtih due regard to the many excellent gentlemen here who are job printers, I am by prejudice more a newspaper editor and publisher than a job printer. From the very inception of this cost educational campaign my concern has been to bring its results to bear upon the question of advertising rates.

I am going to make an assertion—perhaps many of you will not agree with me—but I am not making it without due consideration. Fifty years ago the town newspapers of Ontario were greater forces in their communities, more ably edited, better literary productions than they are to-day. To some of you that may approach the ridiculous, but it is my honest opinion. They were not so strong on neighborhood gossip and inane personals about people in whom no one is in the slightest degree interested. But fifty years ago, if a paper was started it was because it had a message. Its editor was a real editor, and he could write! its editorials commanded the admiration of friends and the respect of opponents; fifty years ago the town weekly newspaper was a force in its constituency; its editor frequently the foremost citizen of the town. I do not wish to be understood as contending that strong town weeklies are extinct in Ontario. A few are to be found keeping up the old traditions. But they are in a hopeless minority. The aggregate of the papers has grown enormously, but there are in my belief fewer town weeklies to-day whose work is of a character to justify their continuance than there were half a century ago. And why this degeneration? To me the answer is a simple one. The other day I was talking to a town publisher. He said he looked upon himself as a mechanic, and if he got mechanics' wages out of his work he was satisfied. He and men like him are too busy to devote time to the editorial page, or the literary side of their papers. At the time they should be at their desks, or about the town in quest of the information to enable them to deal intelligently with questions that concern the people, they are busy editing stallion cards or auction sale bills. My contention is that there is something wrong with the organization of a town plant, if it will not support at least one man, whose whole time can be divided between the sanctum and the business office.

If an improvement is to be effected in this respect, there can be only one possible source from which the necessary increase of income can be secured—that is the local advertiser. The job department cannot be loaded with the salary of an editor, if so, the one-man printing shop will beat you hollow. Let us contrast conditions as they were fifty years ago with to-day.

Circulations were admittedly much smaller, but papers brought two dollars per year. Forty years ago, when the paper I own was purchased by my father, in the first twelve months his receipts for legal advertisements were sufficient to recoup him for the purchase of the property. I have seen in a single week in that decade more advertising charged to one law firm than we would receive now in a year, from all the law firms with which we do business. You publishers to whom I am talking know that a tremendous and serious diminution has been made in the incomes of most town newspapers by this change in legal methods or business conditions. What efforts have been made heretofore to offset this shrinkage? Our papers are larger and we sell more advertising space, but our customers pay no such rates as did the lawyers. The general advertiser—I mean the man who is using all kinds of mediums all over the country—his one standard of price is the big daily or city weekly of enormous circulation; he reckons by the price per line per thousand of circulation, and we will get precious little profit out of the orders we secure from him. Our one hope is the local advertiser. And I ask if we have been fair to ourselves in the way we have used him? With every cost to us sailing skyward; with enormous increases in the advertisers' demands as to new type and frequency of composition; have our rates kept pace with what is absolutely necessary to produce a paper that deserves to live? I say no, a thousand times no. This is the beginning and end of our troubles as publishers. Right what is wrong here, and we make our calling an ideal one. No lawyer, no clergyman, no physician, no bank manager is more necessary to a community than an editor; none of them can be more potent forces for good than a right sort of editor can be. But a right sort of editor is not possible until the business with which he is connected is put upon a proper and profitable basis.

If there is anything in a cost system, it has told me that newspapers all over Ontario are selling space at less than cost of production. No such advance in rates has taken place as there has in printing costs. If scores of publishers are to be saved from financial ruin they must apply the remedy immediately. The cost educational campaign came in

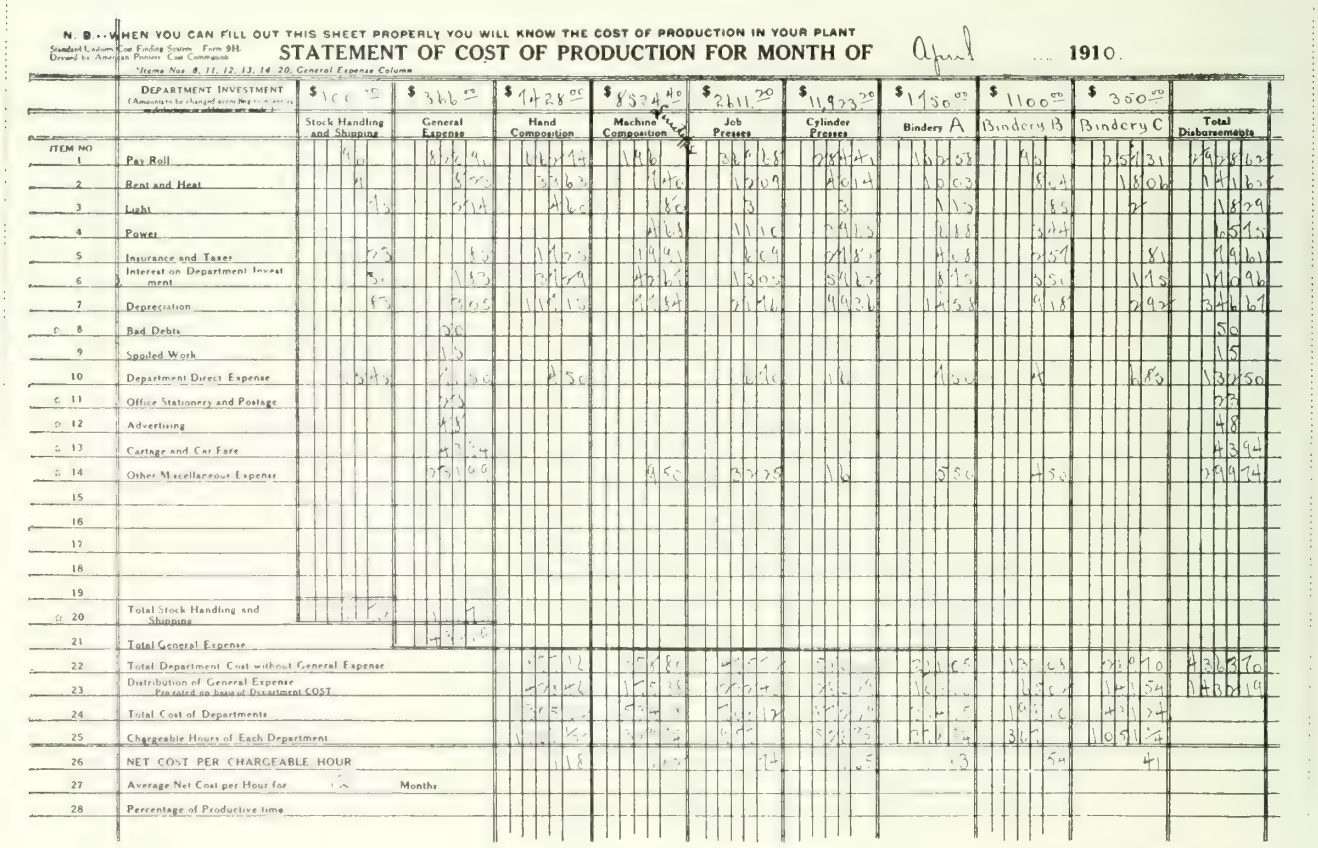
the very nick of time. Many publishers have already set their faces in the right direction. My hope is that all will follow. I have seen scores of newspaper advertising rate cards in the past year, and in no instance have I seen one card where a greater difference is made in the price for inserting plates and homeset matter than three cents per inch; the prevailing difference in rate is two cents per inch. Composition of advertisements actually costs all of you who put them up creditably, six cents per inch. I said I had seen no card where more than three cents is charged. I must make one exception: My latest rate card, issued, I regret to say only a few months ago, calls for six cents—and we exact it.

Don't say you cannot get higher prices. Less than twelve months ago I was accepting homeset local display advertising at ten cents per inch; today I will not look at an offer of less than fifteen cents, and never have I had greater difficulty in finding places in my paper for the advertising that is being offered.

Give your people good service and they will pay you a living price. It has been the price-cutting printer that has wrought the mischief in the past, not the average customer. You have something to sell they can buy nowhere else. You can, if you please, educate them to an appreciation of this fact; this done, the rest is comparatively easy. Raise your advertising rates by all means, but as you raise them, have in mind, too, the raising of the standard of your paper and the betterment of the service you furnish the advertiser, whose patronage makes your paper possible.

I may have come to be a hobby rider, and riders of hobbies are notoriously prejudiced, but I frankly confess to being obsessed with the idea that the editors and publishers of the provincial press should quit looking down their own noses. Our calling is one that we could, in a twelve-month, by concerted action, make the most enviable in the province. There is work, useful work, in plenty for us to do. If the public believes we are a poverty stricken lot, and our business one not worthy of a smart investor's attention, it is we ourselves that are to blame. It is we who have sold our space absurdly below cost, or worse still, given it away, or traded it for railway rides we never take, magazines we never read, or junk that only accumulates dust. We have talked poverty, told the people we are the last to whom to pay what they owe—educated them to believe that subscriptions are really payable in cordwood and turnips—no blame must attach to the world if it takes us at our own valuation.

These be days of unrest, it is said. The barriers that have held back the forces that make for misrule we are told are giving way. The pulpit no longer has the weight of former years. If there was ever a need for a strong, sane, clean provincial press it is now. I have tried to point out the one way by which it can be built up.



N. B.—WHEN YOU CAN FILL OUT THIS SHEET PROPERLY YOU WILL KNOW THE COST OF PRODUCTION IN YOUR PLANT

Standard Uniform Cost Finding System. Form 9H. Issued by American Printers' Cost Commission

STATEMENT OF COST OF PRODUCTION FOR MONTH OF April ... 1910.

*Items Nos. 8, 11, 12, 13, 14, 20, General Expense Column

ITEM NO	DEPARTMENT INVESTMENT (Amounts to be changed semi-annually or annually as conditions or additions are made.)	$ 100.00 Stock Handling and Shipping	$ 366.00 General Expense	$ 1428.00 Hand Composition	$ 8524.40 Machine Composition	$ 2611.20 Job Presses	$ 11,923.20 Cylinder Presses	$ 1150.00 Bindery A	$ 1100.00 Bindery B	$ 350.00 Bindery C	Total Disbursements
1	Pay Roll	96.60	306.90	1161.19	1186.—	288.65	2844.47	1065.58	896.—	651.31	8196.63
2	Rent and Heat	1.—	5.—	36.63	140.—	12.09	460.74	15.03	84.—	18.06	772.55
3	Light	1.35	3.54	41.60	8.60	3.—	3.—	11.15	8.85	2.—	83.29
4	Power			4.65	11.10	2.85	2.85	6.85	3.04		31.34
5	Insurance and Taxes	2.73	8.53	11.23	19.43	6.09	21.87	4.68	2.57	8.—	84.93
6	Interest on Department Investment	3.50	11.53	39.69	42.65	13.03	58.59	8.13	3.51	11.18	191.96
7	Depreciation	8.33	27.55	114.13	41.34	27.46	99.36	14.58	9.18	29.25	371.67
8	Bad Debts		3.—								3.—
9	Spoiled Work		1.35								1.35
10	Department Direct Expense	3.45	7.50	8.50		6.16	1.10	4.50	4.—	6.85	41.06
11	Office Stationery and Postage		2.73								2.73
12	Advertising		4.38								4.38
13	Cartage and Car Fare		43.94								43.94
14	Other Miscellaneous Expense		29.34		9.50	3.25	1.10	5.50	4.50		52.69
15											
16											
17											
18											
19											
20	Total Stock Handling and Shipping										
21	Total General Expense										
22	Total Department Cost without General Expense										
23	Distribution of General Expense Pro-rated on basis of Department COST										
24	Total Cost of Departments										
25	Chargeable Hours of Each Department										
26	NET COST PER CHARGEABLE HOUR			.18			.5	.3	.54	.41	
27	Average Net Cost per Hour for [illegible] Months										
28	Percentage of Productive time										

Form 9H.

What Co-operation, Organization and the Cost System Have Accomplished for the Printers of United States*

By John Clyde Oswald

Editor "American Printer," New York

WHAT co-operation, organization and the cost system have accomplished for printers of the United States is a subject so big that when I undertook to prepare a paper for presentation at this cost congress I felt that I needed the co-operation of those who have shared in the experience I have had with the operation of the cost system, and I therefore addressed a letter to twenty-four employing printers in all sections, east and west, north and south, of the of country, asking them to give me answers to the following questions:

> Has the cost system resulted in a uniform increase in your prices, or only on the prices of particular jobs?
>
> Has it decreased the volume of your business?
>
> Can you say offhand what proportion of the work upon which the price was raised went to the other shops?
>
> Has the installation of the cost system increased your profits?

Seventeen of the replies to question number one were to the effect that the installation of the cost system has resulted in a uniform increase in prices charged for printing. The other seven reported an increase, but that it was not uniform, being higher in some cases than in others. A characteristic reply was as follows:

The use of the cost system has, I think, resulted in increases all along the line, not necessarily uniform, but in making the prices which now obtain more uniform. Prices under the old lack of system were not uniform, one customer would get one job for less than cost and then pay more than average profit on the next job. I think the ultimate result will be more nearly uniform profits on all jobs. It will tend to eliminate the unprofitable jobs, and it will doubtless enable printers to charge only a proper profit on some items that now carry a fancy profit. I might say that before installing our cost system several years ago our profits rarely showed over 10 per cent., and this, too, without a proper charging off for depreciation, etc. In the last few years, with an increased volume of business, our profits have averaged about 12½ per cent.

Another correspondent says:

The installation of a cost system does not necessarily call for an increase in all prices. In fact, a cost system is a great equalizer and leveler, and should enable a printer to reduce prices on some things as well as increase them on others. This places him in a position to treat all of his customers fairly.

Two of the replies to the question "Has it decreased the volume of your business?" were noncommittal. Nine replied that there has been a decrease and thirteen no decrease. One reply acknowledging a decrease was as follows:

It has decreased the volume of business somewhat, but having known the experience of former printers regarding the volume of the business being decreased, we put one extra salesman on for the selling of printing, and by that means get the volume of our business of previous years.

Another reply was to this effect:

The volume of business has not decreased as the result of installing the cost system. It has shown us the work on which we were losing, and on these jobs we have either raised the price to produce a profit or eliminated the job from the house. While the actual number of jobs entered was less during the first period of six months following the installation than in the corresponding six months of the previous year, the volume of business was greater. The pay roll and fixed charges for the same period decreased following the installation of the cost system.

Another correspondent writes:

Our volume of business has not decreased, but, on the contrary, has increased to some extent. This can be accounted for partially from the fact that the increased prices have increased the total volume to greater than the loss of undesirable business has decreased it.

The replies to question number three, asking what proportion of the work upon which the price was raised went to other shops, gave the proportion variously at from two per cent. to forty per cent. The general tenor of the replies is indicated by the following quotations:

About five per cent. went away, and this five per cent. we were much better off without, as our system showed we had been doing this work considerably below the actual cost.

About twenty per cent. of the work upon which prices were raised has gone to other shops. This is no greater proportion than we formerly lost through trying to get the right prices before operating cost system.

The situation in our city was unlike that of any other, inasmuch as all the large and medium-sized plants installed the cost system by agreement at the same time, thus avoiding especial loss to any concern.

The answers to the question, "Has the installation of the cost system increased your profits?" were unanimously in the affirmative, the increase being given in various figures up to fifty per cent.

One reply said: 'We can unhesitatingly say that the cost system has increased our profits, because we never had any profits before we installed the system."

I also addressed a letter to dealers in type, paper and machinery in the large cities all over the United States, asking them if they had noticed any improvement in the financial conditions prevailing in the printing trade since the installation of cost systems began a few years ago? Some of them replied that the leaven had not worked sufficiently long to produce much in the way of a change. Others, where the work began at an earlier date, were enthusiastic in what they had to say about the changed conditions.

Some quotations from these letters are as follows:

We think there is a growing tendency on the part of all printers to discount their bills, and fewer notes are given and less renewals requested. We hope the time is not far distant when the use of cost system may be universal.

We think there is no doubt that printers are broadening in their views and becoming better business men and better credit risks. There has never been a time when there were so many buildings erected by printers for their own use and by others for the use of printers, and there has never been a time when they were so ready to take hold of better methods and equipment, regardless of the cost. Some of this may be attributed to the advancement of the times, but it must be conceded that most of it comes from co-operation and organization work, which has taken such a great hold upon printing, publishing and kindred trades during the last few years.

I would say that nearly every printer, both large and small, in this city, has put in the cost system, or is now putting it in, and speaks in the highest terms of it; in fact, some few have said to me that they have made more money since installing it, which has been only a few months. There is no doubt that the cost system will greatly improve the financial relations between the printers and our company, and when the printers have their cost system thoroughly in working order, it will be the means of their discounting their bills more generally and paying their accounts promptly.

We have several customers who have adopted the cost system in whose accounts we can see a marked improvement in the payment of their bills. Some of these people formerly did not want anyone to have an order for printing but themselves, but now

they are content to let the other fellow have it if they feel assured they cannot do it at a profit.

I am gratified to be able to report that there is being marked improvement shown here, not only in a financial way—quite a number of offices, who before the Ben Franklin cost movement, were never known to discount their bills, are now availing themselves of every item of discount by means of prompt payment of their bills—but a much more friendly feeling exists between the local printers.

Some twenty-five or thirty of the leading printers in this city have installed the Denham Cost System, which has been in operation in most of these offices now for about one year's time, and it has proven most satisfactory. The introduction of this system has resulted in many cases in an entire readjustment and rearrangement of the office, as under the new cost system it was found that a large quantity of regular work, which had heretofore been considered the bread and butter or staples of the office, had been done at an actual loss, instead of a small profit, as was presumed. This cost system has further tended to increase the average charge per hour for the time of men and machinery, but it has not very materially increased the cost of printing to the user. In some instances offices have reduced their overhead expenses and have increased the efficiency of workrooms by the installation of added material or machinery, thus adding to the efficiency of the men and a consequent increase in proportionate product as compared to operating expenses.

The system has not been in operation long enough for us to determine just what effect it has had or will have on the matter of profits and credits. The offices in this city and surrounding country that have installed this method are mainly the better class of offices, where their credits and financial standing were previously good. From the supply man's standpoint, however, I can already note a few points of improvement. First, the printers have a better appreciation of the necessity of providing adequate working facilities for their men; second, they have a juster idea of the depreciation of a printing outfit, and take this item into due and proper consideration; third, they have a better understanding of credits and appreciate the value of discounts.

I believe that in every instance where this cost system has been introduced in this locality, the printer has been greatly benefited and is more than pleased with the results. One printer stated to me the other day that he now felt for the first time of his life he was a real business man. Apparently, it is only a question of time when all of the offices in this city, that is, the offices of any consequence, will be using this cost system. When such time comes, it is certain that the printers as a whole will profit greatly. The class of trade we are most anxious to secure is that of the offices using a cost system. Where an office does not or will not use such system we will always look closely to the credits.

We have never prepared any figures with a view to arriving at a percentage of time and cash business, but would say that the practice of discounting bills has become more general and accounts have been met more promptly, and that requests for renewals of notes have been less frequent.

In our opinion, the co-operation and organization of the printers and the standardizing of costs can only result in good to all parties inetrested, and we hope that work along this line will be carried on both in the United States and Canada.

Our credit man's reply was: "Absolutely yes to each of the questions." He states that the difference is very material and very perceptible, and that conditions are growing better all the time, as the benefits of the cost system appear in every office that has adopted it and have their influence upon other offices that have not adopted it. The influence tends to make other offices raise their prices to somewhere near a commensurate figure.

The cost system does not end with the finding of the proper costs, but can be followed throughout the plant as far as a man will pursue it. It indicates the weak places in the equipment, those of the individual, and when the work is complete it doesn't care whether the proprietor or the porter took the job, for it is an impersonal proposition. A good talk could be based on the "Impersonality of the Cost System."

But the value of a cost system relates not only to the charge to be made for the printed product. One of its most valuable features is that it shows the weak spots in the operation of the plant. Here is what one of my correspondents had to on this subject:

I might add one thing further, or one further benefit of the cost system installation, and that is this: In November our plant was visited by a disastrous fire and a great many of the job tickets throughout the plant were burned or lost, which, under the old condition, would have meant that we would have had no way of assuring the insurance adjustors just how much or how little business we had in process at the time of the fire, and how much work had been spent on it. With the cost system, all we had to do was to turn to our cost record and make the extensions and put the cost cards on the adding machine and we immediately had the exact amount of cost involved in the work in process. The cost system under these conditions was worth several thousand dollars to us on the occasion of our recent fire.

Still another way in which the cost system becomes almost invaluable to the printing plant is indicated in the following quotation from the letter of another correspondent:

When Form 9 H was first given to the public, we were able from our records of the cost system which we were then using, to fill up the blank, but we have gradually improved our system until it is in accord with the Standard Cost Finding System. The result has been that the more perfect our Cost Finding System became, the better our profits were.

We have been working under a cost system by an accountant for eight or ten years, but the Standard system goes so much deeper into things, is so much fuller and gives so much more real information, and is really a check on the workman, that we realize there is no comparison between that and any of the old style cost systems. I would urge every printing house, no matter how small or how large, to put in the Standard Cost System, the one that is exploited by the Typothetae and the Cost Congress.

One case in particular that was brought to my attention I want to mention. When the printers here first organized there was one establishment, quite a large concern, that would not join. The managers took advantage of their position and advertised as an anti-trust printing concern, independent, doing high-class work, low figures, etc., and they caused a lot of our printers considerable uneasiness. But they gradually found that this concern was not gaining headway, and even if they had all the business they could attend to they could not handle a great deal of printing; and furthermore, with the supply men and paper houses their credit was poor. Even to this day this concern is known as an independent printing concern and will not join the printers' organization. It is only a matter of several weeks ago that I had a long personal talk with the proprietor and he informed me that some eight months ago he put in a cost system, and his own statement was to the effect that he never spent a sum of money for which he got so much value. He discovered that many of the jobs were done at actual loss. On one large price-list that he had been doing for years he discovered there was a big loss. In other words, he stated frankly he would insist on doubling the price or some other printer could have the job. He is to-day a very enthusiastic cost system man and will go out of his way to explain the system to other printers, feeling that they, as he did, will find weak spots in their figuring.

The doctrine that has been preached at this convention relative to the desirability of adopting the systems recommended will fall upon deaf ears in the persons of some printers who will say that it does not apply to them because they already have systems that have been established by competent accountants. Hear what two United States employing printers have to say on this subject:

A good man, honest, and whom we have often trusted, but who has always been slow pay in fact, on two occasions we had been obliged to collect through an attorney—came in the other day and said: "Well, I've paid you off, and I wonder if my credit is good here for a little more material?" Our credit man said: "Now, you know we like you, but we have definitely decided not to give you any more credit, for you know how it always results." "Yes," he said, "I thought you would say that, but look here. I've put in a cost system and hired a man to install it, and then hired the man to remain with me after he had installed it. It costs a good deal of money, but it's paying me to have the cost system, and the man and I have found out where the leaks were. A lot of work that I was doing and supposed I was making money on, was costing me 10% more than I got for it. I've changed that. I'm in good shape now," The credit man's cold heart melted, since he passed an order and has got his money.

Three personal incidents illustrating the working of the cost system, and I am done. The first was supplied by the manager of a type and machinery supply house:

The second instance was supplied by the credit man of one of the large houses dealing with printers:

The third instance is related by a printer in a southern city:

About a year ago a representative of the Cost System came here and we persuaded twenty-three houses to agree to put in the system, dividing the expense in proportion to the valuation of the outfit, and in that way some of them paid no higher than $10.00 a month. In the lot was a man who some thirty odd years ago worked in the composing room with me, and about that time went into business himself, buying two job presses. In talking to him about putting the cost system in his plant it came out that after thirty years in business he had but four job presses, owing $100.00 on them, that he was living in a home valued at $3,500 that he was paying for monthly, and that he didn't have $50.00 in any other investment; that his life all along had been a struggle.

He listened to me and finally agreed to put in the cost system. Some time ago he came in to see me and said that since he had put in the system he had paid the $100.00 past due on his presses, had paid every dime that he owed on his home—forestalling the final payments by nearly two years and was happier than he had ever been in his life, all due to the back-bone that the Cost System had given him.

Applying the Standard Uniform Cost-Finding System to the Combined Weekly Newspaper and Job Plants of Canada

By John M. Imrie
Manager of "Printer and Publisher" and Secretary of Canadian Press Association

MANY members of this Congress have said within themselves: "This cost system is all right for the large plant, but mine is a small one. It will not do for me." Others who operate combined weekly newspaper and job offices have said "Conditions in my plant are peculiar. They cannot be covered by a cost system."

It is to the proprietors of these small and supposedly peculiar plants particularly that I wish to speak this afternoon. Will the proprietors of such plants kindly forget for the moment that there are others in the room and join with me in a round table conference about their own conditions?

Now, having shut out the larger fellows, I will frankly admit three things:

(1) Conditions in your plants *are* different to conditions in the larger offices. For example—in the larger office the employes are divided into departments, a compositor doing the work of a compositor only, and the pressman the work of a pressman only, whereas in your offices an employee may be a compositor for one hour, a pressman for another, and an office clerk or message boy for a third.

(2) These and other conditions that are peculiar to your plants are not *directly* covered in the blanks that will be demonstrated by Mr. Ellick this evening.

(3) Because you have little, if any, office help, each of you personally would have to do much of the additional office work involved in the operation of a cost system.

Having made these three admissions, and realizing from the facial expressions of many that they were assertions in their minds, I, also, will make a few assertions.

(1) *The very conditions that differentiate your plants from the larger offices increase, rather, than obviate your need of a cost system.* The larger office has a foreman in each department whose duty it is to see that the work in his department is executed with the minimum expenditure of time and material that is consistent with the required standard of quality. He is continually on the alert to discover leaks and continually seeking to develop the efficiency of his men and machines. Many of you are your own foremen, and you are foremen not of one department only, but of all departments. This, in the time that you can spare from your office and outside work. Surely if a cost system is necessary in the large office *in addition* to expert foremen in each department, it is doubly necessary *in your* offices. Then there is the continuous changing of your employes from one class of work to another. This *seems* to be necessary, and to a certain degree *is* necessary. But it is undoubtedly to blame for many leaks that now exist in your offices. You need a cost system to show up these leaks, and to start you planning more seriously than you have yet planned with the object of minimizing these changes.

(2) *My second assertion is that the Standard Uniform Cost Finding System is a principle of cost finding, rather than a set of cost-finding blanks, and this principle can be applied to your plants as well as to the larger ones.* While the blanks demonstrated by Mr. Ellick may not *directly* cover your conditions, the principle of cost-finding upon which they are based can be embodied in blanks that will cover them as neatly as a well-tailored suit covers you. My work has brought me into close touch with hundreds of printing plants throughout Canada, but I have yet to find the plant that does not need a cost system, or one in which conditions are so peculiar as to make impossible the application of the principles embodied in the Standard System.

(3) *The Standard System can be applied to your plants in a way that will take from* 15 *to* 40 *minutes of your time each day and increase materially the value to you of every other hour you work and every hour that employes work for you.* You can make no other investment that will give to you so high a percentage of dividend as will the investment of a little of your own time in the installation and care of a cost system. You say you cannot spare the time? Why, many of you are now working 12 to 14 hours a day, and what have most of you to show for your efforts? Spend about five per cent. of that time in finding out what the time in finding out what the product of your plant really costs you, making use all the while of the information you receive in the process, and you can cut two to five hours off your working day and *make more real money* than you have been making hitherto.

Gentlemen, the proof of the pudding is in the eating. The principles of cost finding that are embodied in the Standard system have been applied to many weekly newspaper and small job offices with highly satisfactory results. Indeed, in so far as the combined newspaper and job plants of Ontario are concerned, it may be said that this section of the trade is in a state of transition from the old lack-of-system rule-of-thumb-and-tradition methods of the past to a new type of business management that is based upon the accurate knowledge of costs and other plant conditions that only a cost system can give. This change in thought and practice is largely the result of the cost educational work that has been conducted during the past two years under the joint auspices of the Canadian Press Association and *Printer and Publisher.* The principal feature of this work is the district cost conference, of which there have been about twenty-five in Ontario, one in Quebec, one in the Maritime Provinces, and one in Western Canada. It has been my privilege to participate in each of these conferences and at most of them I have had the able assistance of Hal. B. Donly, of Simcoe. It is my firm conviction that this work is ushering in a new and infinitely brighter and more profitable day for the proprietors of this class of plant.

This new day cannot dawn too soon. The passing order bears the scars of many commercial tragedies, and in its path are the unmarked graves of countless printing plants that have fallen by the way. While other industries have shared generous-

ly in the marvellous prosperity of our rapidly developing Dominion, the weekly newspaper business which has had much to do with this development, has continued until quite recently to be a sink hole for capital, and a slough of despond for many, who in other callings would have become opulent and influential.

The cause of these conditions has been revealed at the district cost conferences. At one, for example, the 25 publishers present were asked to submit prices on a simple booklet and their prices ranged from $38 to $135. The publisher who quoted the lowest price on this job quoted the highest one that was submitted on a job of letterheads considered at the same meeting. The proprietors of these offices, like most city printers, were without an accurate knowledge of the cost of their product.

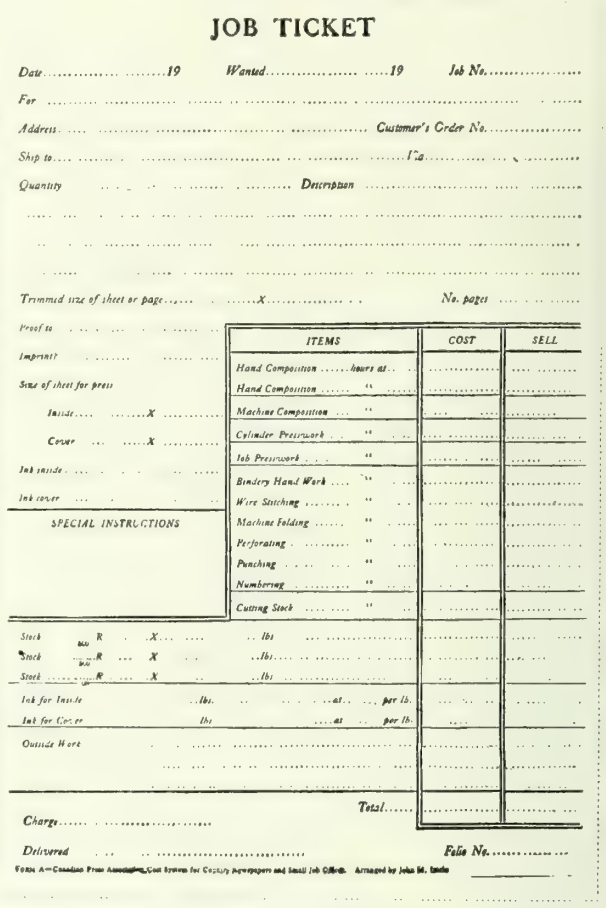
But they were interested in knowing this cost and prepared to go to some trouble to secure the desired knowledge. At the first two or three conferences we exhibited the forms in the Standard and U. T. A. Cost Systems, but could persuade no publisher to install either of these systems. It was evident that if many combined weekly newspaper and job offices were to be induced to install cost systems we must prepare special blanks to cover more closely the conditions in their plants.

So for a few weeks no further conferences were held and I spent considerable time seeking to evolve these special blanks that we felt were necessary to our work. The result was the system that is known as the Canadian Press Association Cost System for weekly newspaper, and small job offices and is merely an adaptation to conditions in this type of office of the Standard System.

Job Ticket—Form "A".

The first form in this system is the Job Ticket—Form A—and for it the use of an envelope is strongly recommended. Each job as it is received is given its proper job number and full particulars regarding it are written in the space provided for that purpose on the job ticket bearing a corresponding number. Copy for the job is placed inside the job ticket and it accompanies the job through the various departments. Because of its envelope form it provides a safe receptacle for all copy and proofs relating to the job during such time as they are not in use. When the job is completed the job ticket containing this copy and proofs and a copy of the completed job is returned to the office. There (from records that will be explained shortly) the time consumed on the job in each department is tabulated and its cost computed and entered on the job ticket in the space provided for that purpose. The cost of material used and outside work such as engraving and electrotyping is entered and the cost column totalled to show the cost of the completed job. If no price has been given on the job the percentage of profit adopted by the office as a standard is added to the cost of the job in each department and the selling price thus indicated entered in the "sell" column. The total of the figures in this column is the price to be charged for the job, unless the circumstances surrounding its production give some good reason for increasing or decreasing it. If the job is one on which a price has been given the amount estimated for the work in each department is entered in its proper place in the "sell" column and the total of the figures in this column is the price quoted and the one that must be charged unless the customer has altered the nature of the work since the estimate was given or made corrections that would justify an "alteration" charge.

The difference between the totals of the figures in the "cost" and "sell" columns is the profit—or loss—on the job. If this difference on a job on which the estimate has been given is not as much in the printer's favor as it should be he can tell at a



JOB TICKET

Date ..... 19 Wanted ..... 19 Job No. .....

For .....

Address ..... Customer's Order No. .....

Ship to ..... Via .....

Quantity ..... Description .....

Trimmed size of sheet or page ..... X ..... No. pages .....

Proof to .....

Imprint .....

Size of sheet for press

Inside ..... X .....

Cover ..... X .....

Ink inside .....

Ink cover .....

SPECIAL INSTRUCTIONS

ITEMS	COST	SELL
Hand Composition ..... hours at ..		
Hand Composition ..... "		
Machine Composition ..... "		
Cylinder Presswork ..... "		
Job Presswork ..... "		
Bindery Hand Work ..... "		
Wire Stitching ..... "		
Machine Folding ..... "		
Perforating ..... "		
Punching ..... "		
Numbering ..... "		
Cutting Stock ..... "		
Stock ..... R ..... X ..... lbs		
Stock ..... R ..... X ..... lbs		
Stock ..... R ..... X ..... lbs		
Ink for Inside ..... lbs. ..... at ..... per lb.		
Ink for Cover ..... lbs ..... at ..... per lb.		
Outside Work		
Total		

Charge .....

Delivered ..... Folio No. .....

Form A—Canadian Press Association Cost System for Country Newspapers and Small Job Offices. Arranged by John M. Imrie

Job Ticket — Form "A."

glance what part of the work has cost more than he estimated it would and is thus assisted in the more accurate estimating of time on future work of a similar nature.

When jobs are completed and charged their job tickets should be filed in numerical order for future reference in case of disputes or repeat orders. Thus when asked to print a job at the same rate as a year ago the printer with a cost system can refer speedily to a complete record of the cost of the previous job as shown on its job ticket.

The book in which jobs are entered as received should be ruled with columns for the cost and selling price of the work done in each department and on the entire job.

You who operate combined weekly newspaper and job plants should treat your newspaper as you would an ordinary job in so far as its relation to the cost system is concerned. Consider that you have a dual personality—you are John Jones, the publisher, and John Jones, the printer. As John Jones, the printer, you print a newspaper every week for John Jones, the publisher—and see that you charge him every copper that his work is worth. When you do this you will realize as you have never done before the inadequacy of your present advertising rates.

Job Guides. (See Figure 1.)

As each job ticket is made out a job guide bearing a corresponding number should be deposited in its numerical order in a card index tray containing similar guides for all uncompleted jobs. These guides should be 5 inches x 3 inches in size and the tray of a size that will hold them conveniently.

Employees' Ticket.—Form B.

The time of all employees is divided into two classes, namely, chargeable and non-chargeable. The time that can conveniently and reasonably be charged direct to individual jobs is called chargeable time and all other time is considered non-chargeable. Generally speaking the classes of work that, on this chart (see Figure 3) are in caps and small caps are considered chargeable and those in capital letters non-chargeable.

The Employee's Ticket is divided by heavy rules into departments and in these the operations peculiar to that department are listed. This ticket will

Hand Composition	Binding, Hand Work
Make Up	Wire Stitching
Lock Up	Machine Folding
Auth r's Corrections	Perforating
DISTRIBUTION	Punching
OFFICE CORRECTIONS	Numbering
PROOF READING	
COPY HOLDING	
(JOB PRESS)	(CYLINDER PRESS)
Washing Up for Color	Washing Up for Color
Make Ready	Make Ready
Running	Running
Slip Sheeting	Slip-Sheeting
Bronzing	Bronzing
GENERAL WASHUP	GENERAL WASHUP
WAITING—Why?	WAITING—Why?

JOB NO..... EMPLOYEE NO.....

CUSTOMER.....

TIME COMMENCED.....

TIME LEFT OFF.....

DATE.....

Form B.—Canadian Press Association Cost System for Weekly Newspapers and small Job Offices. Arranged by John M. Imrie.

Machine Composition	Messages
Machine & Author's Corr	GENERAL OVERSIGHT
CLEANING MACHINE	Miscellaneous—(Specify)
MACHINE OFFICE CORR	
HANDLING STOCK	Cutting Stock

Leave These Spaces for Office		Press Impressions
N.C.	C	

Employees' Ticket — Form "B."

of course, be altered to suit the departments, machines and other conditions in the office which this system is to be installed. For example, if the office has no type setting machine, the type-setting machine department on the employee's ticket can be eliminated.

Each employee is given a distinctive number and is known by that number in the cost records. In most offices of the class under consideration the employer frequently does mechanical work and for the time that he is thus engaged he is practically an employee of the department in which he works. He should have a number and I would suggest that he be No. 1. The employees will take to the use of the tickets much more readily when they see the employer himself using them.

The purpose of the Employee's Ticket can best be illustrated by following an employee through a day's operations.

Employee No. 1, commencing work at 7 a.m., spends an hour on composition on job No. 100—a letterhead for Smith & Jones. He enters on an employee's ticket his own number, the number of the job, the customer's name, the time at which he commenced work and the time at which he ceased working on this job. Then he ticks the operation "hand composition" and places the ticket on his frame.

This employee is then told to make ready and run off these letterheads on the job press. He uses another ticket and a similar procedure is gone through with an additional entry in the lower right hand corner recording the number of impressions.

At 10 o'clock he is told to distribute dead matter. Distribution being non-chargeable no job number or customer's name is entered on the employee's ticket that he uses to cover this work. He enters

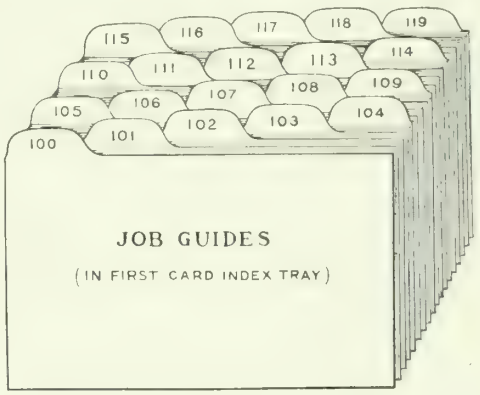


Figure 1.

his own number, the time at which he commenced and ceased to work and ticks the operation "distribution."

At one o'clock some copy for the newspaper is ready and he works on the type-setting machine for the remainder of the day. Another ticket is used. The job number, name, time at which the work is commenced and ceased recorded, the operation "machine composition" ticked and the ticket placed with the three that were filled out during the morning.

At the close of the day the tickets of each employee are checked by the foreman or proprietor who sees that the full working day is accounted for. The time consumed on each operation is computed from the entries on the lines "time commenced" and "time left off," and entered in one of the two spaces reserved for office use at the foot of the ticket. Non-chargeable time is entered in the space marked N.C. and chargeable time in the space marked C.

The employees' tickets representing chargeable time are now placed in the first card index tray be-

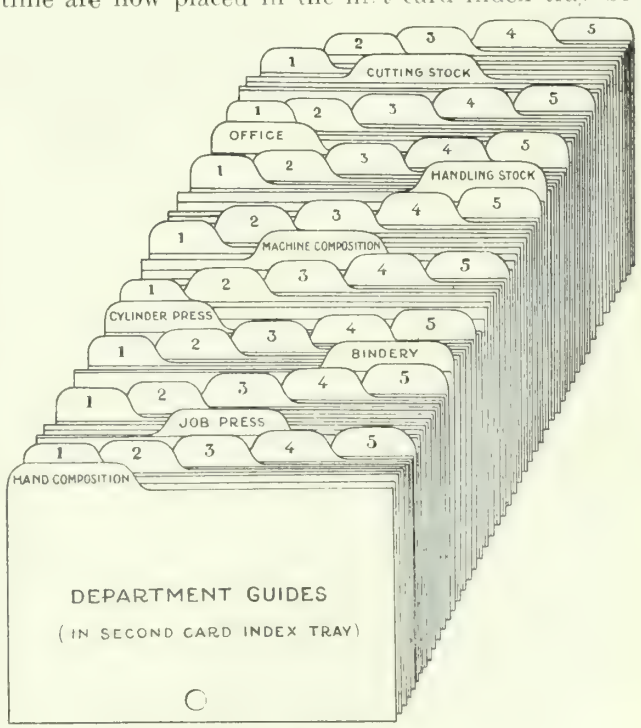


Figure 2

hind the job guides bearing the numbers of the jobs on which this time has been spent. Those representing non-chargeable time are placed in another card index tray containing guides representing the several departments (see Figure 2). In an office in which there are many employees it would be well to use sub-guides for each department behind the job guides for the newspaper and other large jobs; and sub-guides for each employee behind the department guides.

When the job is completed and its job ticket comes to the office, the job guide bearing a corresponding number is moved from the first card index tray together with all employees' tickets that are behind it. These tickets will show the time spent on this job in every department and this time is posted to the space reserved for it on the job ticket. The cost and selling prices of the work done in each department are then entered in the manner previously explained.

The employees' tickets for this job having now fulfilled their purpose in so far as this particular job is concerned are transferred to the second card index tray and distributed according to the departments in which the time they record was spent.

I will digress from the explanation of this system for a few minutes to illustrate how the cost system assists in detecting leaks and increases the efficiency of the employees and machines.

Here is a ticket which shows that employee No. 2 has spent an hour and a half on the composition of a letterhead, that should have taken an hour at the most. The employer asks the foreman or employee for an explanation and is directed to the cases in which the type called for by the copy of the letterhead is kept. The employer is asked to notice particularly that there is very little type in the cases and told that the composition of the letterhead *should* not take more than an hour and *would* not have taken more than that time had there been sufficient type in the case. The employee says "I spent at least a half an hour hunting all over the office for letters and that is why the job took an hour and a half."

Another ticket shows that five hours have been spent on some tabular work, that should have taken about four hours. In this instance the employer is directed to an empty rule case and told that it is the cause of the additional hour.

Another ticket shows that an unusually large amount of time has been spent on the make-up of a two color job, but upon investigation it is found that empty slug and furniture racks were the cause of this time-waste.

The employer returns to his office with bowed head and wrinkled brow. He recalls the fact that his foreman has been urging him to buy more type, rule, slugs and furniture and that he has repeatedly told him he cannot afford to increase his equipment at the present time. But when the cost system shows him that lack of equipment has caused the loss of a half an hour here and a half an hour there, his point of view on the matter is entirely altered. He realizes that instead of being unable to buy the necessary equipment he cannot afford *not* to buy it. In other words, he cannot afford to pay high wages to workmen and then ask them to "make bricks without straw." But if he was operating his plant without a cost system he would have gone along in the old way without realizing how large is the leakage in his plant through inadequate equipment.

The proprietors of many combined weekly newspaper and job offices have bought more sorts and other equipment during the three or four months that followed the installation of the cost system than during the two or three years that preceded the installation. The cost system impresses upon them the fact that time is the most expensive item of cost in the composing-room, and that it is economical to invest liberally in equipment that will save time.

Now to return to the exposition of the cost system. The cards representing non-chargeable time being deposited in the second card index tray every morning, and those representing chargeable time also being placed in this tray, as soon as the job on which such time was spent has been charged to the customer, it is obvious that at the close of each month the second card index tray will contain a record of all time that has been paid for during the month, except the time spent on the few jobs that are then unfinished. The tickets representing this time are still in the first card index tray. They are needed in the second tray to complete the record for the month, but if they are removed from the first tray, how is the time spent on these unfinished jobs to be known when they are completed? In order to preserve a record of this time and at the same time release these tickets so that they may be placed in the second tray, the total time spent on each job in each department is entered in large figures on a new employee's ticket that is put in the first card index tray in place of the original employee's tickets. These are now transferred to the second card index tray and thus the record for the month is made complete.

Form C.—Monthly Statement.

The final form in the Canadian Press Association cost system is almost identical with form 9H of the Standard System and as Mr. Ellick will explain this form in his address this evening I will not take up your time to go through it now. The first change from form 9H is in item number 16, which in this system reads, "less newspaper's share." This cost system is for the printing part of your business rather than the newspaper end particularly. The newspaper should pay part of the rent of your office; part of your own salary; part of the salary of your clerks or bookkeeper if you have one. You must decide for yourself what proportion of your different expenses should be charged to the newspaper, deduct it from the total, and thus arrive at the mechanical department's share.

Form 9H provides for stock handling and shipping as an item of expense to be shared in by all departments. Mr. Ellick will I think agree with me that this is not correct. There is no reason why a job of composition should bear part of the cost of handling stock. Each department or class of work should bear its own burden. Therefore, stock handling should be a separate department. When the American Printers' Cost Commission devised the Standard system it was decided that stock handling can be treated as it is on form 9H, so it can be treated as a separate department. The later is the better way and the one followed in form C.

Items No. 24, 26 and 27 are covered by blanks in the Standard system, but for the sake of simplicity are not incorporated in form C.

Now this concludes the demonstration of this system. It has been installed in whole or in part in about 150 combined weekly newspaper and job offices throughout Canada and in every case that has been reported to me is "making good."

Co-operation.

But the cost educational work to which I have already referred and out of which this system grew has done much more than educate proprietors of combined weekly newspaper and job plants to a better knowledge of their cost of production. It has brought about a much better feeling toward competitors and a spirit of co-operation. You must remember that the natural tendency of job printers to segregate and vilify their competitors is intensified among the proprietors of this class of plant by the political and other considerations that are associated with their newspapers. This has been brought out forcibly in connection with some of our district cost conferences. I think of one in particular that was held in a town where there were three or four publishers. Two or three weeks before the day of the meeting I went to this town to make arrangements for it. The first publisher upon whom I called said, "Will Mr. —— (mentioning the name of another publisher in the town) attend this meeting?" I told him I thought he would and received this answer: "Well, you may count me out of it. I would not sit in the same room with that fellow." I then called upon Mr. ———— and his attitude was somewhat similar. If the man with whom I had previously been speaking was going to attend the meeting he would not. The meeting was held and two of the publishers in the town refused to attend it although practically all of the other publishers in the county were there.

As I have already said this feeling is fast giving place to one of co-operation. Two years ago only 30 per cent. of the weekly newspaper publishers were members of the Canadian Press Association—an organization that has done much for newspaper publishers. Now 60 per cent. of the weekly newspapers in this province are represented in our membership and others are joining each week. Several of the cost conferences have been followed by the organization of county associations and these also are doing much to develop better feeling among weekly publishers.

The best illustration I can give of the better feeling and greater confidence that now exists among the publishers of this and other provinces is the advertising advertising campaign that will be launched early in March. When Mr. Perry spoke to you last night he suggested that most printers' associations could co-operate in an advertising campaign to educate the buyers of printing to the idea of quality in printing as a more important consideration than price.

The newspaper publishers of Canada through the Canadian Press Association are setting a new pace for co-operation in educational advertising. The largest daily newspaper advertising campaign that has ever been conducted in Canada will commence on Monday, March 11 and it will not be a campaign to advertise stoves, or flour or breakfast food, but *Advertising.*—Ninety-three of the 131 district daily newspapers published in Canada have signed contracts placing 20,000 lines each, or an aggregate of 1,860,000 lines, at our disposal for use in a campaign to advertise advertising throughout Canada. This space will be used in a series of forty-five 450-line advertisements that will appear twice a week in each of these ninety-three daily newspapers during the 23 weeks commencing March 11. The copy for these advertisements is being prepared by the Toronto Ad. Club under the supervision of the Advertising Advertising Committees of the Canadian Press Association and the Canadian Association of Advertising Agencies. The schedule of insertions is arranged so as to cover each city most effectively, and the advertisements will be given position at top of column and alongside reading matter.

Wider Co-operation Necessary.

Gentlemen,—I am going to appeal for your assistance in extending this spirit of co-operation to include the relations between certain other branches of the allied trades and the proprietors of the class of plant that has been under consideration in my imperfect talk this afternoon.

Some of the supply houses are not giving the combined newspaper and job plants of this province "a square deal." This is a strong statement from the manager of a printing trade paper that carries the advertisments of most supply houses, but I consider it to be the duty of an honorable man to express his convictions, regardless of the effect of such expression upon his personal interests. This is the first gathering in Canada at which every section of the allied trades has been adequately represented and I would forfeit my self-respect if I do not seize the opportunity to point out some ways in which some of these sections can co-operate with the proprietors of combined weekly newspaper and job plants with mutual profit.

The travelers of some paper houses—I am thankful to say not many—will call upon the two or three printers in a town, sell to them all the paper they can, and then, while waiting for the next train, try to sell to the local merchants also. Some go a step further and solicit orders for job printing as a sideline. These practices are grossly unfair to the local printers. They buy the paper to sell to the local merchants in finished jobs of printing and the wholesale paper house that sells this paper to them should not go into the local retail business in competition with its own customers.

I have a word for the machinery supply houses, also. Mr. Donly told you this afternoon that the number of weekly newspapers published in Ontario is on the decrease. Many towns in which three newspapers were published a few years ago have now two only; and others in which two were published have one only. The field has been overcrowded and many have fallen in the fight; while others saved themselves from failure by arranging an amalgamation with their local opposition. But notwithstanding these lessons from the past a number of new weekly newspaper and job offices have been established recently in fields that were already pre-empted and in several instances the new venture has been largely financed by a supply house. I do not for one moment propose that the supply houses should refuse to sell a plant to a man who desires to purchase one and can pay in cash a reasonable proportion of the purchase price. But I do feel that a supply house should not do what is practically engaging in ruinous competition with its own customers, viz., encourage a man to establish a newspaper or job plant in a town that is already well supplied with plants,

by supplying an equipment upon a nominal cash payment.

Earlier this afternoon I referred to the cut-throat competition that the combined weekly newspaper and job plants receive at the hands of some city printers. My remarks were not pleasing to some member of this Congress, but, gentlemen, it is my firm conviction that they were justified by the facts of the case. This competition rather than apathy or indifference on the part of the weekly newspaper publisher is the chief obstacle in the cost educational work to which I referred a little while ago. At each of the district cost conferences that have been held throughout Ontario I have been asked "what are you doing to educate the printers of the cities?" and told that it is impossible to secure "cost system prices" because of the prices quoted by the travelers from the cities. Here is a case in point: Two weeks ago I conducted a cost conference at Owen Sound. While the conference was in session the traveler of a Toronto printing establishment was canvassing the local merchants of a neighboring town and offering 5,000 envelopes for $6.25, although the stock he offered to supply is a standard one that costs the printer 80 cents a thousand net. There have been many price-cutters in the villages and towns of Ontario; there are many to-day. But the number is rapidly decreasing and I appeal to the city printers to co-operate with their confreres of the rural districts, in their efforts to secure fair prices for their work.

You are all familiar with the Sir Walter Scott's ballad, "The Lady of the Lake." You remember the story of the call to arms and how the Fiery Cross was carried by clansman after clansman until its message was known to every member of the clan. Gentlemen of this First Canadian Cost Congress, I come to you from the firing line of a war against cut prices that is being waged throughout the rural district of this and other provinces. I bring to you a Fiery Cross whose two spars are the Cost System and co-operation, and which is at once the call to arms and the weapons in this warfare. I urge you to take it with you to your respective localities—whether urban or rural—and to your respective vocations—whether printer or supply man—and having given yourselves for service in this war, to endeavor by precept and practice to enlist others.

Copies of the forms that comprise the C. P. A. Cost System may be secured through *Printer and Publisher* or the Canadian Press Association, Lumsden Building, Toronto. A set of supplies, consisting of two card index trays, 100 job guides, 15 department guides, electros of Forms A and B and 50 copies of Form C may be had from the Canadian Press Association for $5.50. The card index trays and job or department guides alone may be secured for $1.90 from the Office Specialty Manufacturing Co., Limited, Toronto.

Demonstration of the Standard Uniform Cost-Finding System

By F. I. Ellick*
Omaha Printing Co., Omaha, Neb.

I DEEM it a great honor to have been asked to come from the Middle States to try to tell you something about ascertaining cost. Since reaching here a few hours ago and hearing what has been said since and seeing all the enthusiasm displayed, I am indeed surprised that I was asked to come.

I have little new to tell you after what Mr. Imrie said this afternoon, but I do wish to say how much I appreciate having been asked to come here. I had previously declined an invitation to speak at the Pacific Coast Cost Congress in Los Angeles this week and it is for Mr. Ames' sake largely that I accepted his invitation to come here.

It is not necessary for me to go into detail and tell you that a cost system is necessary; you have gotten that from the speakers during this entire week. It is assumed that you know and feel that a cost system is absolutely necessary in every printing office, and therefore it is my duty only to show you the method of ascertaining cost as designed by the American Printers' Cost Commission appointed by the several congresses.

A cost system, in the end, must tell you what the unit of product costs. If anyone of us does not know what the unit of product is, we can refer to the rules, as set out by the First Cost Congress, which state that the unit of product in the printing business and in each department is the hour sold—the hour sold, not the hour bought, not the hour paid for, but the hour sold. Therefore, if you have in one day purchased from an employee nine hours of labor and have sold out of that nine hours only one hour of his labor, the cost of the one hour is what you are trying to ascertain, and in fact that one hour that you sell must carry a burden sufficient to take care of the other eight hours. So the system that we have evolved is one which summarizes the number of hours sold, or charged to specific jobs, in each department must necessarily give you the cost of each has been expended or charged to each department, and dividing the money spent in each department by the number of hours sold in that same department must necessarily give you the cost of each individual hour sold. That is all there is to this system, and the blanks that we show are necessary to lead up to that.

Some have said that our system is too intricate and too much for the small office; others have said that the system does not go far enough to answer all of the questions that might arise in the different offices; all we can say to you is that this system is sufficient to give you the cost in any printing office. It can be diminished sufficiently to take care of the one-man printing office, it can be extended sufficiently to take care of the largest office in the country; so, therefore, it is only a matter of fitting the system

*Mr. Ellick is an exceptionally rapid speaker and our reporter "fell down" somewhat on this address. Many of the sentences in this report of Mr. Ellick's address are not word for word as he spoke them, but they cover his message.

This address will be more lucid if the reader has at hand a set of the blanks that comprise the Standard Uniform Cost Finding System. These may be procured through the Graphic Arts Board of Trade, Toronto.

to the individual office, and what we have tried to cover is the average office.

Form 9H the Test.

I want to repeat, as I have repeated many times before, that if you think you have a cost system in your printing office, I have one test for you, and that is from the cost system you have in your office, fill out form 9H, which we show here. If you cannot, with the system you have in your office, fill out form 9H, regardless of whether your system is the one that I am going to show to-day or any system, I have this to say to you, emphatically, that you have no cost system. Unless you can fill out form 9H you have no cost system in your plant, and you have no idea at all of the cost of your production. I say that, and can prove it, because this form 9H is nothing more than taking off your books a record divided according to departments of the moneys expended and charged to these different departments and the number of hours that have been charged out or sold in the different departments. If you are trying to learn the cost of the unit of product nothing is more simple, and there is no method, no blank, that would answer the purpose any better than this. All that form 9H is doing is to gather together the money spent and to divide that money spent in each department by the hours sold in that department, giving you the average cost of each hour sold.

As I said to you, this is for the average office, and you readily recognize that when you notice that this blank takes care of the composing room, linotype composition, job presses, cylinder presses, the bindery divided into three classes, and the stock handling and shipping department. If you had a plant with only a composing room, all you would need would be a blank with just one column; that is all you would need, just one column to take care of the moneys that had been spent in your plant, and dividing all the money which had been spent in that one department, which is your entire business, by the number of hours sold, you would have the average cost of each one of those hours that you sold. If you have two departments, you will have to have one column for, we will say, hand composition, and one column for job press, if those are the two departments; but because of a lot of items that would be overhead to both of them, and the amount of which it would be almost impossible to divide equitably to each department, which is your entire business, by the number general expense column, so that just as soon as you get a second department you will have on this statement three columns. The idea of this blank, and the idea of this system, is to charge to each department direct every bit of money that you can conscientiously believe has gone directly to that department, but if you cannot divide it on any correct basis or ratio, that money must necessarily be an overhead expense which is to be charged in to both departments. After we have all of the expenses charged in the general expense column, all the direct charges to the hand composition and job press, then we must find a method for distributing the total of the general expense column over these two columns on some basis that we feel is satisfactory and doing justice to each one of the departments. The method of making that distribution I will follow with a little bit later when we come to those figures.

I want to dwell on this form 9H longer than I do on any other blank, because I believe it is the keynote to the situation. I have said, and have been criticized for it, but I want to repeat it again, no matter what criticism I may get, that personally I do not care what blanks you use in your cost system just as long as it leads up to and properly fills out Form 9H, because, as I said before, this is the keynote of the situation and when properly filled out will give you your exact costs.

If we have a blank that takes care of every one of our departments which is shown you, as in this case, it is then necessary to keep our books in such shape that each item will be distributed to the different departments. For instance, "pay roll." When we may make up our pay roll, we want to be very careful that the pay roll of each department is kept by itself, so that at the end of any period we are able to show in each department its exact share of the pay roll. For instance, in this case for a month's period, as this statement shows, the pay roll of the stock handling and shipping room was $90, the general expense, or office expense was $820.90, hand composition was $662.74, linotype $196, job presses $369.68, etc., the total pay roll being $2,928.62. It shows the exact distribution, or the exact money as it was spent in each department.

In the same way "rent and heat" are divided to the different departments on some basis which we figure will be correct to each department. We advocate, of course, the square foot basis for the rent, and if the heat is a part of the rent, there is no better way. Others have gone a little bit finer and have charged the rent to each department on the square foot basis and the heat on the cubic foot. Light is charged to each department either on the basis of a meter in each department or on the candle power in each department. Electric light companies, I am told, base their charges to you on the extreme or maximum amount of light that you would require, and if you have fifty lights in your house, they will base your rate on the fifty lights, figuring that at some time you might want to use the entire fifty lights. It is the same with a printing plant. We distribute the light on the basis of the candle power in each department, figuring that at some time that department will require all of the lights as shown by the candle power in that room. Power is also divided to each department, either on the basis of the horsepower or a meter in each department.

"Insurance and taxes" are divided to each department based on the valuation or inventory of each department. If this blank does nothing else but compel you to have a correct inventory of each department, it has accomplished a good deal, because, I venture to say, that there are very few printers, even after two years of education, who have a complete inventory. But I am glad to say that in traveling around, as I have, I have found that the printers throughout the country are putting in methods of taking care of their inventory, and I will venture to say that at least four or five hundred per cent. more printers are keeping an inventory to-day than did two years ago.

We have a place on this blank for the amount of valuation in each department, and on the basis of that valuation is distributed insurance and taxes.

"Interest on department investment," something that very few of us ever think about putting in our costs, but nevertheless it has been decided by the best accountants that a business should be charged with a certain ratio of interest, which the money invested in that department would bring to you if you were

not in that business. You have gone into the printing business, or what ever business you are in, in order that you can make more money out of the money invested than if you had put it out at interest, so, therefore, it is well—or should be—that you charge to each department a rate of interest which your money would earn without the exertion that you are putting forth by having it in the printing business.

"Depreciation" is an amount that you should charge in your cost statement against each department, based on a valuation sufficient to replace your machinery when it is worn out. If your machinery will last four years, you should depreciate twenty-five per cent. each year; if your machinery will last twenty years, you should depreciate your machinery in that department five per cent. each year, but you ought to look out for it, because at some time that machinery is either going to be worn out or to become obsolete and out of date and you have to trade it in or take care of it in some way, so you had better arrange for it by putting a little bit each month on your statement to take care of it.

"Bad debts" is a thing that some of us have. I don't suppose many of you have them, but then some of us have bad debts. You have to take care of them. Probably the bad debts of one month would be very high and it would not be fair to charge the bad debts in that month alone, so, therefore, we will have to go over our books for a certain period to find out how much money we have charged off as bad debts and get that percentage of our sales, and whatever that percentage is, charge so much of it each month in order to take care of the possible loss. I know in the past that the rate given was one-fourth of one per cent. of your sales as being an amount sufficient to take care of your bad debts, but since we have started that ratio, more than one printer has come to us and said, "If you will make that about one per cent., you will be very much nearer correct." So it seems that a good many printers do have bad debts, and if you do, they are a part of your business, they are a part of your expense, they are a part of your cost. Now, you will say to me, "I cannot put that in my cost, because it will make my cost so high that I cannot sell my printing, and really, if I put it in my cost, I don't see why my customer should pay for somebody else's failure." I say to you that if you put it in your cost and charge it to your customer, it is no more than right, because your customer should have looked out for his neighbor sufficiently that he would not have stuck you and make you charge in any bad debts. It is up to him just as much as you to keep that customer straight. (Applause.)

"Spoiled work" is another item that very few printers have (Laughter), but nevertheless we have found a few printers that have spoiled work in their printing offices, and those few printers that have spoiled work in their printing offices say that it is a thing that you cannot get away from, that you will have it right along. If that is the case, and it is a usual expense of your plant, you ought to charge spoiled work into your cost. We advocate that if any part of the work is spoiled by a department, that department should stand that charge. In this case the spoiled work was caused by someone in the office not making out the job ticket correctly, so, therefore, the expense of that spoiled job was charged to the office or general expense, but had that job been spoiled in the cylinder press room, that amount would have appeared in that column.

"Direct department expense." These items, as you find them listed here, probably do not take care of all the items of expense that will occur in the different departments. For instance, there is nothing there to take care of the proof paper in the composing room, and the string, what little it might be, or the gasoline and rags in the press room, the glue or wrapping paper in the bindery, repairs or other things that may be charged to a department. Therefore, we have one miscellaneous account in which we charge all those odd items, and they appear for each department, whatever they may be. Stock handling and shipping may have wrapping paper, rope or twine, for instance. In the hand composing room this expense would probably include a little ink for proof, the proof paper, etc. Linotype composition may have several things, you never can tell what they are, repairs or something of that sort.

"Office stationery and postage." Of course some of us send out letters and bills, and others don't, but whoever do, certainly have that as an expense, and that goes in the general expense, because it is supposed to take care of the entire plant.

"Advertising." Some of us do it, and if we do, and we make a job ticket for our advertising job as we get it out, we make a charge for it here just the same as we would make it to a customer. Of course I know a lot of us, when we are not busy, run our advertising through the plant without a job ticket and don't know what it cost, and in that way we are satisfied that it doesn't cost anything, but in order to run the system satisfactorily, we have to make a job ticket for every little bit of work we do in our plant, and, therefore, we will have that charge when the ticket is completed. There is one place to put advertising, and that is the general expense.

"Cartage and carfare" is just what it signifies, except in some larger offices, where they have a carfare account for the proof boys in the composing room. Then you will find that they have a carfare amount in the composing room column.

"Other miscellaneous expenses." As I showed you, we have an item here to take care of direct department expenses that we had not listed; we also have to have an item to take care of general expenses that are not listed here and to go in the general expense column. For instance, there is nothing here to take care of charity, there is nothing here to take care of the U. T. A. dues, there is nothing to take care of the expense of coming to Toronto, so those expenses would necessarily come in that column. In that way we will have charged to every department the sums of money spent which we feel can be charged directly to those departments, and what cannot be charged directly to the departments, is charged to the general expense column, and when we get them footed up, we find here the total cost of the direct charges to the departments and to the office.

You will notice that on this blank there is the total cost of the shipping, stock handling and shipping room. In this office, as it was used, that amount, instead of calling it a department and charging to each job its share to take care of the stock handling and shipping, and then adding a profit, it was put in as a general expense item. They kept it separately in order to know their stock handling and shipping cost. Then that item was transferred into the general expense column, making

a total of the general expenses, which included the stock handling and shipping.

The Overhead Burden.

Now, then, we have on this statement here $1,432.19 of office expenses which must be divided over all of the departments. We must have some basis for distributing that amount. The American Cost Commission has decided that the basis for distributing the office expense to each department is the total direct department cost, plus the pay roll, which would be this basis here, using these totals here as the basis for distributing that. For those that want the easiest way to do that, add these up and find out what percentage this $1,432.19 is to these totals. In this case I think it is about 34 or 35 per cent. If that is 34 or 35 per cent. of the totals of all these columns then we will add that 34 per cent. And I want to say that instead of saying 34 per cent., you want to run it out to four or five figures, because if you don't, when you come to foot up you will have to add a few cents on the end, and even then you will have to add a few cents to make up the total. But run it out at least four figures, and if it is 34.85 per cent., add 34.85 per cent. to that $877.16, and so on, to each column, and you then get amounts which added together must make this one sum. Then you take the total cost of the department plus its share of the office expense, and it gives you the total cost of that department. Dividing that total cost by the hours sold in that department gives you the average cost of each hour.

The question has come up even as many times as I have tried to explain it, as to a shop which pays different wages in a department; for instance, in the composing room. They say to me, "I have compositors that I pay $18, and I have other compositors that I pay $25. How do I know what the $25 and $18 men cost under this system?" Of course under this system, as shown you, this only gives you the average cost, which, in this case, would be $1.18. It is very much the same as the illustration I gave you last year of the fellow going out and buying half a dozen apples for thirty cents. The average cost of each apple is five cents. One may be a small one, another a large one, but the average cost of each apple is five cents. It is the same in this case. But if you have such an office, when you estimate on a job which you figure on giving to Bill, and when you get the job in you give it to Bill, then you must separate your pay roll in that department according to the wages paid, so that you will have all the $25 men in one pay roll, you will have all the $22 men in another, the $20 men in another and the $18 men in another. That is just a carrying on of this system to a little finer point, but as far as it goes it gives you an average cost of each hour in each department.

Just to illustrate how this can be extended, here is a blank that is used in the plant that I am connected with. There are eighteen general departments, counting the bindery as one department. It makes a long blank. If you had thirty-six departments, it would make a blank just twice as long. I divide the bindery itself into eight or twelve other departments, but generally we have eighteen departments in our plant. So, therefore, it is nothing more than just adding on a column for every department. In some cases the binderies are divided up into as many departments as they have different machines and different sized machines, so you would have then a column for each machine and would extend this blank out. That would be all the difference.

Now we have come to the point of having the charges or moneys spent in each department tabulated, and we have on this blank here, a place for the hours sold. The rest of the system treats with finding out the number of hours sold. This system is composed, or any system should be composed, of enough blanks, which would be enumerated as follows: A job ticket. A sheet on which is entered that job and from which the job ticket gets its job number. We then have a work ticket, which is kept by the workman, and from which we tabulate the number of hours that he has charged against a job and the number of non-chargeable hours. Also from this same ticket is charged the number of chargeable hours to the individual job. Also from this ticket is made up the pay roll of the plant. Therefore we have the job ticket, the work ticket, the individual job cost sheet, the pay roll sheet, and then a recapitulation of the hours from these different work tickets. Finally we get down to Form 9H, the statement of cost. So really there are not very many blanks necessary to keep a cost system. Of course you could have as many blanks as you want, which would be necessary to answer the many questions that you might put to this cost system.

The Job Ticket.

A job ticket should be so gotten up that it will meet the necessities of the plant in which it is to be used. There is no question but what every plant will need a job ticket suited to its individual condition, and, therefore, I say to you, that you want to get up a job ticket that will answer almost every question that can be put to you by your workman. Have the job ticket so complete that it is not necessary for the workman to guess at anything. It is the guessing at what the man wants who made out the job ticket that causes you spoiled work; spoiled work goes into your cost and makes your cost higher and makes it harder to compete with your neighbor, who has no spoiled work. So, therefore, I say to you, be careful to have the job ticket so complete that it will not be hard for the workman to understand what you are trying to tell him, because this is the medium by which you tell your workman what to do on that specific job.

Another advice let me give you is: Let the man that sold the job make out the job ticket. He is the one who knows what the customer wanted, and he is better able to tell the workman what the customer wanted than anyone else. Then let the censor, whoever he may be in the plant, pass on this job ticket before it goes to the workman, so that there is no question but what the job ticket is made out to suit the individual conditions of that plant. Then there will be no question but what the workman will understand, or if the superintendent of that plant is a censor for that plant, then the workman can easily go to him to get the complete instructions if there is anything misunderstood. So, therefore, I say to you, have a job ticket that is very complete. When the job comes in, make out the job ticket. Don't send a job through the house, as I have seen many a time, without any instructions at all, because it was a hurry-up job or something, but let every job, no matter how large or how small, have a job ticket.

When this job ticket is made out, and if you inaugurate the system in your shop to be censored

by the superintendent, then let it be passed on to whoever enters it up on the job cost record, because when this job goes through the house it must have a number to identify it, and we must have some place now to get this number from. If we have a lose leaf book, with sheets made out similar to this, all numbered in advance, and the sheets are kept in consecutive order, the first blank sheet will be the number that you can enter on that job ticket. On this sheet you give a sort of a synopsis of that job; for instance, giving the name of the customer, what the job is and the quantity ordered. If there are any memorandums that you should require when you are billing up the job, such as requisition number, etc., put those on this sheet. Then the number that appears on this sheet goes on the job ticket, and hereafter that job is known through the house as Job No. 10520, John Blank & Company.

Let me say that this is my advice: Don't let a job go through the house identified only by its number. It is very easy to transpose figures, but if you have the number and the name, there will be less chance of posting the time on the different work tickets to the wrong jobs, and then when you get through with the job and you come to foot it up and you find no compositin on the job, you don't have to go to the cost clerk and say, "Well, what is the matter here? What is the matter with your work that you have not charged this job with composition, when we know there is composition on it?" If you run by the number only, he puts it down, whatever number it is. But when it is identified by the number and the name, it is very easy when he posts the time on this ticket to glance at both the name and the number to be sure that he is going to the right job, because it is very seldom, if a mistake is made by the workman, that in making the mistake he will get the wrong name and then the number that belongs to that wrong name.

This ticket, which is the only job record, is probably the most valuable blank of the system and should be carefully gotten up, for when a job has gone through the house it will give you complete information of all the material that has been used on that job and all of the hours of labor, time of labor, that has been expended on that job. It is very valuable then, if you have that information, to make a comparison of the cost of the job against the selling price, and if your selling price was $450, and it cost $750, there will be no reason for you taking that job the second time, and you can, with good grace, advise the gentleman that the price of his job the next time will be $1,000. But if you do not know what the job cost that you turned out for $450, how in the name of common sense are you ever going to have backbone enough to ask any more than you did the time before? Where you get your backbone is in knowing the cost of the job, and it is very easy then to ask at least cost, if you want to be as philanthropic as that, but I am mighty sure that we are all out for a little bit more than cost, and if we know the cost, we will ask some profit, so, therefore, I believe that this will be one of the most valuable blanks of the system.

In addition, our estimator estimated on the time it would take to do the work, and when the job is through we take his estimate and compare it with this blank. For instance, in the composing room we have 34 hours 30 minutes, and he has estimated 13 hours. There is a very good opportunity then for you to have an argument with your estimator, and he may then be able to show you where you have used up 21 hours too much time on that job, when it could have been done in 13, and from his ideas you may have learned something that when another job of a similar kind comes in you will be able to cut out that time and get it down to that. On the other hand, it may be that he did not know, did not figure on what might happen to that job when it went through the house, and it will post him up, so that the next time he estimates on that job he will have in mind all of these little items of time that ocurred on that past job, and he will estimate very much nearer the right number of hours. The same will occur in every department and it is an excellent medium to base your future estimates on, and without this it is absolutely impossible for us to know whether we have guessed right on the job or whether our plant has been up to the standard of our guessing. This blank is very valuable for many reasons, end especially to build up your backbone.

Work Tickets.

After you have the job ticket and have entered up the job on this sheet and gotten off the job ticket the number, the job starts out through the house and we will say that the first department that it comes to is the composing room. This is a work ticket, form 3C, which is used by the employe and shows what he has done the entire day. There are many other methods that you might use, such as the individual work ticket, but for the ordinary office this is very satisfactory. If you want absolutely correct time there is only one way to get it, and that is with a clock. You cannot get it in any other way, I don't care what system you may use, the only way way is to have a clock that will stamp on the ticket the time that the workman starts on the job and the time that he quits, because he cannot stamp out his ticket on a job until he has received a ticket for a new job, and, therefore, if there is any loafing, it has to be charged to one of two jobs. It is absolutely impossible for him to miss a minute and for him to juggle his time if he uses a time clock, because very few of the time clocks that they are getting up now can be turned back or can be fooled with. But I have not found that the workmen now are trying to juggle their time very much; as a matter of fact the workmen to-day are trying to make a record through these cost systems, because they find that the offices are watching them very closely and are giving them credit for what they do.

This workman, Mr. F. Williams, who has number 10, on April 18th picked up Job No. 10520 the very first thing in the morning, at 8.30, and he worked from 8.30 till 8.45, just 15 minutes, at kind of work No. 2. The Cost Commission recommend that the operations be numbered instead of named, because it is very much quicker and very much easier to put down the number, and these operations can be suited to the office, whatever they may be. A large card may be posted on the wall giving opposite each operation the number which the employee will use to put on his ticket. We have here a list of operations which I see has not been corrected—it is supposed to have been corrected—showing first the chargeable operations and then the non-chargeable operations. It is intended that this blank should be fixed in that way, but I see that it has been overlooked. However, the latest advice to you from the

Cost Commission is to list the chargeable operations first and the non-chargeable operations in a second list. On this job this party did work No. 2, which is office corrections and which in this case they have put in as chargeable hours. Undoubtedly there will be some discussion to-day or to-morrow as to what constitutes office corrections, but whatever that decision is in this case office corrections are chargeable hours. Then from 8.45 until 12 o'clock, three hours and fifteen minutes, he worked at No. 1, and No. 1 signifies hand composition. From 12.30 to 4.30 (evidently he was out thirty minutes for lunch) he worked at No. 3, which is makeup, on that very same job. Then at 4.30, not having anything else to do, the foreman put him on No. 17. No. 17 is distribution, and there being thirty minutes time taken for distribution, it is put in the non-chargeable time. So this workman when he sent in his itemized statement to the employer that night showed that he had put in seven hours and thirty minutes chargeable and thirty minutes non-chargeable.

Now, let me call your attention again to the statement that this work ticket is nothing more than an itemized statement from your employee. He is telling you just what he did for you during that day. Just the same as you go to a grocery store and the groceryman itemizes on your bill of groceries to-day, that part of it was for pepper, and part for salt, and part for sugar and other things; the workman does the very same to you. He gives you an itemized statement of the work that he has done on a work ticket.

The work ticket is similar also in the bindery; the employee's name, the clock number, the date, the job number, for whom. To itemize it a little more, and to know what work they have done, where they have done the work, we specify the pages or signatures on which they worked in a bindery ticket. The kind of work is numbered, just the same as in the composing room, and there is a list of them, whatever they may be. The ticket also shows the quantity that has been done. For instance, No. 78 is hand folding. One party folded 3,500 in three hours. It is a very valuable record to keep, a very valuable record to transfer from this work ticket to the individual job record, so that you may know before the job gets through whether the number of sheets folded is in keeping with the total quantity of the job, because if the job in this case was 3,700 and you find that the total folds are 3,500, you know you are 200 short right there before you get any farther, and you can probably get back down in the pressroom and have the form go back on the press before it is distributed in order to finish up the 200. I am just giving you this as an idea of how far this system can go if you watch the different details and add to it anything else that you might want to know to answer any question that might come up.

The pressroom ticket, instead of being a work ticket of the employee, is a time ticket of the press. The factor of time in the pressroom is the hour of the press and not the employee. Of course you can change your system around and keep track of the employee and then add a certain percentage to cover the expenses of running the press, but we have so far determined that the information you require is the time of the press, and that time includes the wages, the overhead, and a share of the office expense. This press ticket shows the job number, the job, for whom it is being done, the pressman, his clock number, the feeder, his clock number, the number of impressions and the amount of ink used. Well, that is something I guess very few offices have any need for, because very few of them keep track of the amount of ink used on a job. However, we thought it was a pretty good thing to put in, because it is a sort of an education, and some time some of us will believe that it does take ink on a job. Here are the signatures worked on, the kind of work, the time commenced and the time left off, so that it is very much like an individual ticket of the employee except that it gives you these records that are very valuable.

Here we take the work tickets, and from these work tickets we make up the pay roll. This is a pay roll of one department, the composing room. We will have another sheet like this for each one of the other departments, but we will treat of the composing room because the others will be practically the same thing. We find that the F. Williams, who appeared on the composing room ticket as working 7 hours and 30 minutes chargeable and 30 minutes non-chargeable, appears here as working on Monday 7 hours and 30 minutes chargeable and 30 minutes non-chargeable. Another workman in that plant was the working foreman, who put in five hours chargeable and three hours non-chargeable. Another workman, J. Black, put in 5 hours and 30 minutes chargeable and 2 hours and 30 minutes non-chargeable. As a whole, all the workmen on Monday put in 42 hours chargeable and 22 hours non-chargeable. We then have a record of each day, the chargeable and non-chargeable. When we get through the week, we have a total of the chargeable hours. If we did not go any further with the system than that we could get some valuable information for comparison with someone else's shop, because we could take the total number of chargeable hours, which are nothing more than the hours charged to jobs, or hours sold, and divide those chargeable hours into the pay roll, and could thereby get a pay roll cost, and that pay roll cost would be the cost of the sold hour, taking care of all of the hours that are non-chargeable. For instance, if we paid a man $10 a day, and, as I said a little while ago, he worked 10 hours and only one of those hours was chargeable, that one hour would cost $10 for the pay roll. So, therefore, if we take the chargeable hours in a department for a week and divide them into the pay roll of that week, we get the cost of the chargeable hour, and in this case it was 70 cents.

Of course there is no use for me to dwell on the fact that composition does cost more than 50 or 60 cents per hour, because I believe the time has come when we all believe that it costs a whole lot more than a dollar an hour, so that when I say to you that the pay roll cost of a composing room is very close to 70 cents per hour, you will believe me. But the way to find that is take the total number of chargeable hours, divide it into the pay roll, and you get that amount. Then if you want to compare it with some other printing office, you can tell whether you are producing as much as it is or whether your wages are on a higher ratio. Also you can make comparison to see the ratio of the non-chargeable to the chargeable pay roll, to get that percentage which is very valuable, in fact you can figure out so many percentages it will keep you busy some night and prove more interesting than a good novel, because you find so many combinations out of that one sheet, and so many interesting ones, that it will take a

good many hours to figure them all out. As a matter of fact, you can take one of these in an evening and spend the entire time very pleasantly and learn a whole lot more about your shop than you ever thought you knew.

In addition to finding out the number of chargeable hours for the week and finding out the wage cost, we take the time on Monday of that entire room, which is 42 hours chargeable and 22 hours non-chargeable, and we carry that forward to a recapitulation sheet, which shows in this case here the hand composition department. For that day, the 18th, we show the 42 hours chargeable and the 22 hours non-chargeable. This being a recapitulation, shows each day what is copied off from the total of the pay roll of that day in that department, the chargeable and non-chargeable hours, so that when we get to the end of the month and we add up the 30 or 31 days, whatever they may be, we have a total on this blank here of 1,106 hours and 30 minutes chargeable and 741 hours non-chargeable. That is a very nice thing to take over to your neighbor and compare with him and see if the percentage of chargeable to the non-chargeable is the same as he has in his office?

And another thing you want to do, you want to get more chargeable hours and less non-chargeable hours. The more chargeable hours you get at the same cost the more you reduce your cost per hour, the fewer you get of those the more you raise your cost per hour, so, therefore, it behooves you to use all your effort to get as many chargeable hours and as few non-chargeable as you can. One thing, though, you don't want to do, is to make some of your individual jobs cost a whole lot in order to get more chargeable hours. For instance, if a man puts in five hours on a job that only should take two, in order to get more chargeable hours, that one poor little job is going to stand an awful lot of cost. You have got two ways to check yourself, to have as few chargeable hours on the individual job and as many chargeable hours on the cost record as you can. The fewer chargeable hours on each job gives you a less cost of that job, and gives you more jobs in the same time, and, therefore, keeps down your cost.

Now then, that 1,106 hours and 30 minutes is carried forward to the bottom of the hand composition column on Form 9H, which becomes the divisor into the money expended and which gives you then the average cost of each hour. Also on this blank we have columns for every department, and as many departments as you have on Form 9H, you must have the same number on this recapitulation sheet. Some of you will recognize at once that the pressroom is missing. We do that because when we recapitulate the time of the pressroom, we want more information. Here is press No. 8, for instance. Taking the time from the daily time sheet on press No. 8, we start in on the first of the month and have 25 minutes make-ready, two hours running time, 2,410 impressions, 55 minutes non-chargeable, and the press stood idle 4 hours and 40 minutes. When we get through the month we make a total, and we find the number of make-ready hours and the number of running hours. The two totalled together make the chargeable hours for that press. Then we have the impressions, and we have the non-chargeable time and the idle time.

At a glance possibly you cannot see all of the advantages of this blank, but I want to tell you that this blank is immensely interesting in the fact that in days gone by a good many of us thought that the pressroom was the only place to make money, that all of the other departments were conveniences. If that is the case let us get down to the pressroom and analyze it and find out what we can do with it. Here is the number of running hours, and here are the impressions. It is very easy to divide one by the other and to find out how many impressions you get in a running hour. We also add up the non-chargeable hours, and we find that they are increasing on us, they are growing, so then we take the non-chargeable hours, so copied from the press ticket, we list the delay times, according to the way they have been turned in each day, under the kind of work, and at the end of the month, or end of the week, or end of the period that we have made investigation for, we will know how long it has taken for general wash-up, for faulty composition, for faulty make-up, for repairing plates, for waiting for ink, waiting for forms, waiting for stock, or any other delays that usually occur in every printing office. How many of you can go back to your office and tell me how many hours your presses waited for ink or waited for stock or waited for forms last month. If there is anyone here that cannot tell me, he should at once start a record of some kind, so that he will know, absolutely. And it may surprise him. The more of these delay times that you cut out, the more you decrease the delay time, the more you will increase your running time, and the more running time you have, if your presses are producing, the more impressions you will get and the quicker the job will be gotten out and at a good deal less cost. So, therefore, this system, besides telling you what a job costs and besides telling you what each hour costs that is devoted to a job, also gives you a medium to run down the lost time and the delay time, and to find out why it is that your plant is not producing as it should be or as someone else's plant is producing.

Get it into your head that your competitor has cut the price because he has better efficiency than your shop instead of because he doesn't know. We are all putting in cost systems now, and if our competitor cuts the price, let us go back to our plant and investigate and see if we have got our costs as low as they can be gotten in order to meet his price, and if we find that our costs cannot be gotten any lower, then let us forget our competitor in the sense of fighting for that one job, but let us visit him and let him show us where he is getting to now, because That is the thing that we are getting to now, because we are all getting to be educated on this question, we are all putting in cost systems, and we cannot talk about our neighbors like we used to, because possibly they have better efficiencies than we have, for the reason that we have not followed our cost system to that end to be able to reduce the non-chargeable time.

After we have that total of hours charged out from the pressroom, we take and carry it down to the bottom of this column on Form 9H, divide the money expended in that column, and we have the cost of each hour.

Very often in showing up this system a lot of my hearers dispute those figures, because they say, "Well, those figures have been gotten up to show. There are no such costs. Those costs are too high. Our costs are a good deal lower," or something of that sort, or "I believe our costs are a good deal

lower." I want to take, when I get through here, and give to you the actual costs from a printing office running one year, and I want to tell you that I don't know what is the matter with these costs, that I think they were made to please a lot of fellows who thought their costs were low in order not to get them so disgusted and dissatisfied that they would not believe it at all. I remember that is what the Ben Franklin Club of Chicago did when they began to spread the cry that "Composition costs $1.00 an hour." They all knew that composition cost at least $1.20 at that time, but a lot of the wiseacres said, "Don't jump it too much. If you jump it from 50 cents to $1.20 they will say you are crazy, but if you jump it from 50 cents to $1 they will say you are only half crazy." The same time that we have taken from the workmen's tickets to make up the pay roll, and the same time that we have taken from the workmen's tickets to make up the recapitulation, the hours charged out, is the same time that we use to post against each individual job, and when we get through with a job and we have totaled up the number of hours in each department, we take the average cost for the year's period, whatever it may be, and use that as the basis for figuring the cost. I wouldn't say for any of you to take the average of each month, because the months fluctuate so on account of business or conditions, whatever they may be, but if you will take the average of 12 months you will not be very far wrong. Always add on the present month and drop the 13th, and you will then always be working on an average of the past 12 months. And another thing, you will be surprised when you do that how little they change from month to another. The average cost in that way does not change much from one month to another, and figures that you find on that yearly statement are the figures that you use to multiply the hours that have been charged against the job and put them in the cost column

There is another thing that you can do with the figures as used there. A good many printing offices to-day are putting in what they call a sales blank to show the amount of sales in each department, and to see which department is making all the money. balancing that against the cost in each department To do that, it is necessary to divide each sale and give to each department its share of that sale. There are various methods of doing that, but it is a very good scheme, and that way you know whether all of your departments are making you money because this part goes in the cost and this goes into the selling column. And it is a very excellent blank to have to see whether your estimator is doing you full justice.

In reference to the costs as shown on this sheet, and which in my mind are very low, I have another blank here which shows the cost in a printing plant that did $225,000 worth of printing in a year. The composing room had to pay a roll of $18,282. Its direct department expense was $27,978.07, its overhead charge was $16,568, making a total cost of $44,546. During that period it produced 30,499 hours at an average cost of $1.46 per hour. It seems rather high, but I saw some statements that were a good deal higher than that to-day. A gentleman from the east showed me where they had gone into an office and put in a cost system, and they had secured the figures of $4.22 for the first month. The next month I think they brought it down to $3.06 per hour, and the third month down to $2.22. Just think of it. And you gentlemen that have no cost system had better be looking out that you are not in the $1.22 class. This fellow says that his cost in the job pressroom was $6,256.98 and he sold 8,028 hours at a cost of 78 cents per hour, and some of us have been trying to sell that presswork for 25 cents a thousand. I don't know how we do it. This fellow says his cylinders cost $26,662.97 and he sold 10,680 hours. He has got a cost here of $2.50. He has got a bindery here which sums up $25,610. The hours include all departments, so they are not a very good thing to take, but the average hour costs 58 cents. I was looking beyond, trying to figure out what the overhead is. I think the overhead in this proposition is about 117 per cent. It is not very bad.

For those that have a lithographing plant, it may be interesting to know that in the engraving department they spent $8,451 and sold 7,732 hours at a they sold 1,668 hours at a cost of $1.64. An offset cost of $1.11 an hour. Transferring cost $2,739 and press, which can do printing about a million times faster than any other kind of printing press at about one-fourth the cost, cost those parties $3,522 and turned out 848 hours at a cost of $4.15 per hour. We learn something as we go. So that I don't think that the figures on that blank can be said to be too high when you compare them with statements, and I venture to say that right here in this hall at the present moment there are at least twenty-five gentlemen who have statements from their own plants, and they will probably vary between these figures and the ones I have just read, instead of being very much lower than those figures that are shown on that chart. So that I believe that now we can begin to talk that printing does cost something, and the efforts that have been put forth in the last two years have not been in vain.

Hamilton Guild Revived

A meeting of the Hamilton Printer's Guild was held on Wednesday, March 13th, at the Grand Cafe King Street West. Twenty-three members attended, representing all the printing offices in the city, except three, and two of these were absent through unavoidable causes.

The following officers were appointed:—Philip Davis, Davis Printing Co., president; Justin Griffin, Griffin & Richmond, Co., Limited, vice-president; H. A. Martin, of H. A. Martin, secretary. Committees were appointed to make arrangements necessary to the satisfactory carrying on of the Guild, and also to arrange for matters of discussion and addresses at future meetings.

Cost Commission to Meet in Ottawa

The Canadian Printers' Cost Commission will hold its first meeting in Ottawa on Saturday, April 13. This Commission was appointed by the First Eastern Canada Cost Congress to arrange for the next congress and consider the question of permanent organization. The members of the Commission are the presidents, vice-presidents and secretaries of the Canadian Press Association, Graphic Arts Board of Trade of Toronto, Master Printers' Association of Ottawa, Board of Trade of Montreal, Master Printers' Guild of Hamilton and Board of Trade of Winnipeg respectively.

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EDITOR AND MANAGER - - - JOHN M. IMRIE
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The Challenge of a Great Work

SEVEN months ago the work of the Canadian Press Association was placed upon a new basis through the establishment of a central office in Toronto and the employment of a permanent secretary to devote one-half of his working time to the business of the association. This change was made in order that the measure of the association's service to its members, and indirectly to the press of Canada as a whole might be materially increased through the inauguration of such campaigns as the one to advertise advertising, which commenced recently in the daily press.

At the time the change was made the paid-up membership of the Association was 371, representing about 300 newspapers. The total annual income from membership fees and other sources was approximately $1,000. While this amount was more than sufficient to cover the expense connected with the work of the Association as it had been conducted theretofore, it would not begin to cover the increased expenditure involved in the larger work that was shortly to be undertaken. So the membership fees of all but "additional" members from a newspaper, were increased from $2 to a sliding scale ranging from $5 for weekly newspapers to $35 for metropolitan dailies. This increase added about $900 to the income and it was thought the balance of the required amount could be secured from the fees of new members. Those who were then members believed the press of Canada as a whole would appreciate the value of the new work that would be undertaken and give a generous moral and financial support to the Association under whose auspices it was conducted.

Over one hundred new members have been secured since the change in organization was made and the income from the present membership is approximately $2,500. If the proposed affiliation of the Western Canada and Maritime Press Associations with the Canadian Press Association is consummated this amount will be increased by about $500, but even with this addition the income will not be sufficient to cover the expenditure for 1912, which will be at least $3,600.

Hitherto the campaign for new members has been conducted throughout Ontario only, but with the inauguration of a national campaign to advertise advertising in addition to other work of national benefit (such as that conducted by the Recognition Committee and the campaign against free publicity) the membership campaign is to be extended to other provinces also. During the closing week of last month invitations to join the Canadian Press Association and thus share in the cost and more fully in the benefits of its work were sent to every newspaper publisher in Canada who is not now a member.

The Canadian Press Association is prepared to go just as far in service to the press as the moral and financial support it receives will permit. The work that has been undertaken and the other forms of work that could be undertaken by a strong representative organization of Canadian newspaper publishers constitute a challenge to the newspaper publishers of Canada who are not members of the Canadian Press Association. It is for them to say how far the present work shall be extended—or whether, indeed, all of it shall be continued.

What Determines Good and Bad Advertising?

IT must be apparent to all publishers who are keeping in touch with the times that there is at the present time a very decided movement in the direction of cleaning up the advertising pages and removing from them all objectionable publicity. It is in a way a direct result of the increased attention which the subject of advertising is receiving.

One of the first questions which arises in considering the subject is, what determines good and bad advertising. This must necessarily be the crucial point in the whole campaign. Some attempts have been made to define the dividing line and to lay down rules for the guidance of publishers but it

would seem as if no definite policy could be formulated.

In its pronouncement on the subject, the Association of National Advertising Managers admits that it is not prepared to discuss specific cases of doubtful advertising. It only goes so far as to enunciate some general principles, believing that there is no conceivable question concerning doubtful advertising which it would be possible for a publisher to address to them, to which he himself could not supply just as sound an answer, if he had the will to do so. It is simply a case of the individual's conscience and all that the association is prepared to do is to inculcate a state of mind on the matter, showing the publisher that it is to his own interest, to the interest of his advertisers and to the interest of advertising to make his pages clean.

Of course there are advertisements which are obviously objectionable. These presumably would be rejected in every case. It is to the copy which is on the border line between the obviously desirable and the obviously objectionable that the attention of the reformers is directed. The general principle enunciated by the association is that any advertisement which, in the best judgment of the publisher, is apt to injure his readers in health, morals or pocketbook, or which contains any unwarranted statement, should be rejected. This seems to put the problem very tersely and completely.

It is gratifying to find such an organization as the Toronto Ad. Club adopting a policy of cleanliness and honesty in advertising. They have singled out a number of examples of objectionable publicity appearing in local papers and are making an object lesson of them in their club rooms.

Free Readers as Bait

A LETTER from a correspondent appearing in another columns quotes an instance of a publisher-printer who holds out free reading notices as an inducement to people to have their auction sale bills printed at his office. Now, doubtless, were this matter to be brought abruptly to the notice of the printer in question and were he to be chided for his foolish action, he would tell us to mind our own business, that he was running his office to suit himself. This is the unfortunate attitude adopted by many printers. Resentment of criticism only blinds their eyes still further to their errors and makes them all the more determined to go along as they have done in the past.

The only way to remedy these abuses is by a patient effort to let in the light. It does little good to criticize. Much more good is going to be accomplished by getting such a man into a county organization where he can make friends with his fellow printers and learn to know himself as others know him. Then by and by these little weaknesses and inconsistencies will be quietly dropped, for he will come to see that it is as much to his own interest to act in harmony with his competitors as it is to their interest.

As for the particular case in point, there is a great deal of this sort of thing going on in the country. It looks a fairly cheap and easy way to draw business, but the thing is pernicious at the root. It is not sound business and, of course, were the value of the editorial space to be reckoned in with the cost of the job, it would likely be found that the thing would be done at a loss. It pays much better to keep the editorial space inviolate.

Good for all Canada

AT the approaching convention of the Associated Ad. Clubs of America to be held at Dallas, Texas, the Toronto Ad. Club will make a bid for the next convention. In advertising circles this convention is regarded as of great importance and any city which secures it is fortunate.

It may appear as if the strenuous campaign of the Toronto Ad. Club to secure the 1913 convention was but another example of that city's notorious spirit of grab. While no doubt if Toronto gets the convention it will give it considerable favorable publicity, it must be admitted that the whole country will be benefited by the move. As a token of the importance placed on the getting of the meeting to a Canadian point, the joint efforts of the Ad. Clubs of Quebec, Ottawa, Hamilton, Galt, etc., to further the interests of Toronto, are significant. There is no jealousy, only a conviction that what will be good for one will be good for all. The Toronto Club and their allies are leaving no stone unturned to land the prize. Their delegation to Dallas will be at least one hundred strong and a special train has been chartered for the trip. As at the Boston convention, so at Dallas the Toronto contingent will be distinguished by Kiltie suits. The competitors in the contest for the convention are Baltimore and San Francisco, but President McDermaid, of the Toronto Club, who has been touring the States recently in the interests of Toronto, believes that they stand small show of success.

The advantages to be gained by having the convention come to Canada are numerous and far-reaching. Even remote publishers will feel the influence when all the leading advertising men in America congregate in Toronto, the opportunity will not be lost to impress them with the growing importance of the Canadian field. This will result in larger appropriations from the United States for publicity campaign in this country. The Canadian press should view the prospect of having the convention in Toronto with pleasure.

WHAT THE PRINTERS' BOARDS OF TRADE ARE DOING

Notes From Toronto

That the Cost Congress recently held here in Toronto was a good thing for printing in general has been very well shown by the increased interest of the printers in Toronto, at least, as regards cost finding methods. Cost finding blanks will be introduced at once in five or six offices and several others are talking about it. Applications have been made for a large number of our price and estimate-making books, and a general awakening of the printers seems imminent. The several committees appointed by President Kimbark are actively at work, and results should show in the near future.

At a meeting held on March 12th, considerable discussion was evolved and a most enjoyable evening spent. Many new faces were seen at this dinner.

Our next general meeting will be held on Tuesday evening, April 2nd, at McConkey's Restaurant, and all printers and those of the allied trades are cordially invited.

At this meeting, C. R. McKeown, M.P.P., will deliver an address on "Co-operation." Mr. McKeown is an able speaker and one who will certainly interest all who may attend.

This organization will be represented by the president, vice-president and secretary at a meeting of the Cost Commission (which was appointed at the last Cost Congress) to be held in Ottawa, April 13th.

We wish to state in these columns that any printer in Toronto not having our new price and estimating book can have same by sending for the same or by calling at the offices, 623 Confederation Life Building. No obligation whatever is incurred.

Business conditions continue good and prices well maintained.

CHESTER B. AMES.
Manager.

Activity in Winnipeg

The estimating class conducted by the Winnipeg Printers' Board of Trade is producing results as is shown by the following job estimated upon by the class held March 5, 1912. The job was 2,000 Hangers—printed 2 sides in brown and green ink from type and 16 half tones—on 28x42-100 lb. Art Superfine coating, 8c per lb.—the green form was all type-size of sheet 19x21—Delivered flat.

The preceding shows the need of estimating classes more than ever, as these eight estimates were made by eight men, six of whom attended regularly the classes held this winter.

President Saults, vice-president Stovel, John Martin and the manager attended the cost congress held in Toronto during February and derived great benefits from the association with eastern printers.

Geo. Saults and John Stovel returned the first of March from a pleasure trip to the West Indies looking much the better for the trip, and ready to take up the cares of business with a greater vim than ever before.

The printing business in Winnipeg is very good and all shops are busy.

ALVIN S. DUNBAR.
Manager.

Convention Okanagan Printers' Guild

The Second Annual Convention of the Okanagan Printers' Guild was held at Vernon, B.C., Friday and Saturday, March 15-16. This organization was brought into existence three years ago, and embraces the offices of the Enderby *Press,* Armstrong *Advertiser,* Vernon *News,* Kelowna *Courier,* Orchard City *Record* (Kelowna), Summerland *Review,* Penticton *Herald,* and Hedley *Gazette.* The best indication of the interest taken by the members is in the fact that each annual meeting has been attended by the full membership. At the last convention the members reported fully on the great success achieved by them in the adoption of a uniform scale in the offices named and strongly urged a fuller adoption of a uniform system in dealing with all matters affecting the publishing and printing profession.

L. J. Ball (Vernon) was re-elected president by acclamation and H. M. Walker (Enderby) secretary-treasurer.

Geo. C. Rose and John Leathley (Kelowna) with L. J. Ball (Vernon) were named a committee to further revise the advertising and printing scale.

It was decided that semi-annual meetings of the Guild will be held in the future, in August and February.

Too much cannot be said of the systematic working of the Guild. Instead of the feeling of rivalry and petty jealousy that too often exists between contemporaries, the Guild has had the effect of creating a feeling of warmest friendship and the desire to assist rather than retard the progress of each other, and the profession generally.

	Actual time	Board estimate	A	B	C	D	E	F	G	H
Composition	$26.25	$27.50	$36.25	$30.00	$35.00	$30.00	$36.25	$34.40	$32.50	$37.50
Lock-up	1.15	1.50	3.75	3.75	6.25	5.00	....	3.15	3.70	3.75
Make-ready	28.20	28.80	9.00	21.60	15.30	21.60	28.80	18.00	16.20	13.80
Stock	23.47	23.41	17.25	23.47	32.00	23.45	32.00	21.85	22.40	22.40
Run	12.60	8.00	....	12.60	7.20	9.00	....	10.80	9.00	8.10
Ink	....	2.00	2.50	5.50	2.25	6.00	3.75	3.00	2.25	1.50
Cut. and Del.	.25	1.25	1.65	1.25	1.00	1.15	2.00	.50	1.65	1.10
	$92.22	$95.46	$76.62	$102.55	$99.00	$96.20	$93.27	$91.70	$87.70	$87.15

NEWS ITEMS

BRITISH COLUMBIA.

John Scott, editor and proprietor of the Whitewood, Sask., Herald, spent a couple of weeks on the coast this month.

J. E. Norcross, editor of the Vancouver World, is managing the provincial election campaign in Vancouver for the Liberals.

Sir William Bull, M.P., for Hammersmith, England, who recently visited the coast, is the principal owner of the Evening Times, of London.

R. P. Pettypiece, a printer well known in British Columbia, has been nominated as Socialist candidate for Ymir district in the provincial election.

B. Levy, cartoonist of the New York Evening Telegram, was a recent arrival from Australia, where he was exhibiting his cleverness on the stage.

H. E. Westgate, a Spokane newspaperman, was in Vancouver recently, prior to starting out on an overland trip from Portland to Los Angeles. He will write a story about the trip, while Mrs. Westgate, who is an artist, will illustrate it.

A. G. Bagley, who makes a feature of his several sons in his stamp and printing business, was elected one of the vice-presidents of the Pacific Coast Printers' Congress at the convention held recently at Los Angeles.

The appointment of D. N. McIntyre, formerly city editor of the Victoria Colonist, to the provincial office of deputy fishery commissioner, has been gazetted. Mr. McIntyre came West from Montreal a few years ago.

W G. Foster, editor of the Nelson News, and W. K. Esling, editor of the Rossland Miner, were among those who were on the east bound passenger train that collided head-on with a light engine recently near Revelstoke. Mr. Esling sustained slight injuries, but the others escaped.

The Week End is a new magazine established in Victoria, to be devoted to out door sports, garden culture, etc. It is edited by F. A. Churchill, jr., late editor of the Western Motor Car and the Washingtonian, Seattle.

The Nelson Daily News is installing a new Duplex press to replace the old flat-bed press, which has become inadequate to handle the growing circulation. The News is the only daily in Nelson and in fact the only one in South Eastern British Columbia and has a considerable circulation all through the Boundary and Kootenay districts.

The death took place recently in Vancouver of H. K. Carse-Newman. He came to Vancouver three years ago from the Orient, where he was prominent in journalistic work. He was connected with the South China Daily Post, the Hongkong Telegraph, the North China Daily Mail and also did correspondent work in both the Japan-China and Russo-Jap wars.

One of the neatest and best-equipped newspaper plants in British Columbia is that of the Kamloops Daily Sentinel. All composition is done on a monoline which is operated day and night to set the entire paper. Dr. Wade, editor and proprietor of the Sentinel, is president of the Kamloops Board of Trade and active in the interests of the town.

The Vernon News, it is expected, will not long remain in the weekly field. It has a splendid plant capable of handling a daily edition and the growth of the Okanagan country would seem to warrant this. The paper is now housed in the old Bank of Montreal building, where there is ample room. In the plant is a linotype machine. The News is controlled largely by the Hon. Price Ellison, Minster of Finance for B. C.

J. J. Young, one of the pioneer newspapermen of the Canadian West, was in Vancouver recently, on his return from a visit to California. He is now engaged in developing a thousand-acre orchard near Spokane and has interests also in the Windermere district of British Columbia. Mr. Young is known to the craft through his long connection with the Calgary Herald.

J. B. Daniel, editor of the South Fort George Herald, was committed to stand trial at the spring assize court at Clinton on a charge of libel. He was conducting a campaign against the Natural Resources Security Company, Ltd., and the Fort George Townsite, and his personal attack on the president is the basis of the charge upon which he will be tried. He was admitted to bail in $5,000.

The Nanaimo Herald has been purchased by Dunsmuir interests. This is not Hon. James Dunsmuir, but his sister, Mrs. Croft. She is owner of the Victoria Colonist and the Vancouver News-Advertiser, and her business matters in connection with these are looked after by J. S. H. Matson, of Victoria. It is reported that the same money has bought a paper in New Westminster also.

Charles Dickinson, manager of the British Columbia Laundry, was awarded $5,000 damages against the Vancouver World. The action arose over the mistake of a reporter. The judge said he would reserve decision, and the reporter understood him to say he would reserve sentence. The World came out with a big story under the head of "Found Guilty of Blackmail," when in reality the case was dismissed. An apology was offered but not accepted. An appeal will be made.

Murie & Hickman, of the Metropolitan Press, Ltd., entertained their employees to a dinner at the Carlton Cafe on March 2nd, one of the first affairs of the kind held in the city. The object was to bring about a better and broader understanding between the employer and employee and was productive of the best results. Murie & Hickman, practical men themselves, are up-to-date in modern methods and are building up a good business. At this meeting, ways and means to best handle the growing custom of the firm were discussed, and Mr. Murie outlined a system which the firm proposes to inaugurate in the near future, whereby the employees may become shareholders in the business. Among those present were: James H. Imrie, Zach F. Hickman, A. A. Phelan, A. F. Reid, L. C. Updike, R. Dent, Charles Leach, H. Woodrim, A. Aird, C. L. McKeever, A. A. Nugent, R. McLin, John R. Ryan and F. N. Jackson.

THE MIDDLE WEST.

J. H. Hutchenson, printer, Viscount, has been succeeded by W. T. Morphy.

The firm of Bourne & Warrener, printers, Miniota, has been dissolved. The business is being continued by W. A. Bourne.

H. F. S. Paisley, formerly of the St. John Globe and other Maritime papers, is a recent addition to the staff of the Regina Leader as editorial writer.

A new weekly paper has been established at Chauvin, Alta., by the Great West Twentieth Century Publishing Co., with Mrs. A. H. Keene as editor.

In the legislative gallery were Messrs. Cotes, of the Moose Jaw Times, Regina Province and Winnipeg Telegram; Walter MacInnes, of the Regina Standard; L. Clare Mayer, H. F. S. Paisley and W. F. Kerr, of the Regina Leader.

The Regina Leader is conducting a voting contest at present.

The provincial government is considering the installation of a public printing bureau in the province. The printing contract last year amounted to a hundred thousand dollars.

M. J. Hutchinson has joined the staff of the Regina Leader as advertising manager. He was with the Acton Publishing Company of Toronto, and before that with the MacLean Publishing Company.

Mrs. G. L. Skinner, a Winnipeg newspaper woman has been appointed by the Department of the Interior as special lecturer in the British Isles during the coming season.

The Weyburn Herald has been purchased by a joint stock company, the promoters being Andrew King, proprietor of the Rouleau Enterprise, and C. G. Buchanan, late of the Niagara Falls Daily Record.

The personnel of the Cattanach Advertising Agency, Winnipeg, has been increased by the addition of Bruce Campbell, a local advertising expert, who becomes vice-president and will have the entire copy and editorial department of the firm's business under his direction.

J. W. ("Bee") Tyson, news editor of the Saskatoon Phoenix, quit that city during the sessin of the local Legislature, to do the house for his paper. Mr. Tyson is well known in Guelph and district, where he used to do the local stuff for the Guelph Mercury.

F. M. Norris, who is sporting editor of the Regina Leader, is also manager of the Regina Capital team that won the provincial hockey championship and, according to experts, made the best showing of any challenger against the Winnipeg Victorias, holders of the Allan Cup.

Good progress is being made on the handsome six storey home of the Regina Leader. The rear section, for the mechanical staff, is well on toward completion. The editorial and news room staff will be on the fourth floor. It is to be ready for occupancy early in the summer.

W. F. Herman and T. Lawson of Saskatoon have acquired the Capital of that city from Messrs. Tyson and Thompson and the other shareholders. Mr. Herman was for some time on the staff of the Phoenix and later business manager of the Saturday Press. With Mr. Armstrong he bought the Prince Albert Herald which the pair conducted until nine months ago. The Saskatoon paper will be called the Star.

W. L. MacTavish, son of Rev. Dr. MacTavish, of Toronto, is soon to assume the duties of day editor of the Regina Leader. "Biffy" is well known down east. He began on the Kingston Standard, jumped to the Ottawa Journal; did some special work for the Toronto Daily Star; later took the night telegraph desk on the Winnipeg Telegram and then moved to Regina. Mrs. MacTavish was a daughter of Mr. J. K. MacInnes, who owns the Regina Standard.

Under the firm name of The Reliance Printing Co., a new job printing office has been recently established in Regina. Randall Fee, Harry Hutchings and E. L. Middlemast are the active members of the company. They have installed a well equipped job printing plant and have every facility for turning out the better grades of work, in which they intend to specialize. Messrs. Fee, Hutchings & Middlemast were, until recently, on the staff of the Regina Leader, where they were employed for a number of years. Mr. Hutchings and Mr. Fee were respectively in charge of the composing room and press room of the job department of the Leader, while Mr. Middlemast was employed as solicitor.

ONTARIO.

A. E. S. Smythe, of the editorial staff of the Toronto World, has left for a vacation tour through the British Isles.

H. J. Pettypiece, editor of the Forest Free Press, has been elected chairman of the Forest Public Library board for 1912.

A. E. Smith, advertising manager of the Edmonton Journal, revisited his old home in Dresden the latter part of March.

H. J. Pettypiece, editor of the Forest Free Press, has designed an envelope bearing on the reverse "100 words about Forest" which is being adopted by business men of that town.

Arthur S. Bennett, formerly proprietor of the Oil Springs Chronicle, is now on the reportorial staff of the Saskatoon Phoenix.

The Galt Reformer recently concluded a successful circulation contest, the prizes offered being an automobile, a player-piano, and a piano.

T. W. Sims of the West Lorne Sun has been appointed to the printing and advertising committee of the industrial associated recently organized by that village.

Walter M. Dack, for many years proprietor of the Kincardine Reporter, at one time M.P.P. for South Bruce and latterly registrar of that county, passed away on Feb. 26, aged 60.

Commencing with the issue of March 8, the Goderich Star has abandoned the patent inside, appearing henceforth as a 7-column 8 page all home print weekly.

George Clarke, recently appointed manager of the Forest branch of the Canadian Bank of Commerce, was formerly editor of the London Advertiser.

Walter Gunn, who graduated from the now defunct London News some years ago and has since been a member of the Vanderhoof-Gunn Co. of Winnipeg, has been appointed publicity commissioner of Prince Albert, Sask., at a salary of $5,000 yearly.

A new daily is to be published at Sault Ste. Marie called the Star.

The Labor News Publishing Co., of Hamilton, have obtained a charter.

Fred W. Rose, has joined the selling staff of the Hunter-Rose Company, Toronto

The Brigden Progress has been enlarged from a 5 column to a 6 column, eight page paper.

A new union job office has been opened up in Stratford by Schmidt Bros., who have opened a shop on Huron Street.

Frank Shore, late of the mechanical staff of the Stratford Herald, has resigned, and is succeeded by W. Roberts.

J. M. Denholm, editor of the Blenheim News-Tribune, has been elected president of the Blenheim Lawn Bowling Club.

With its issue of Feb. 22, the Wallaceburg Herald-Record, now owned by H. A. Colville, opened its forty-second year.

John Pritchard, of the Globe, was elected treasurer of the Toronto Press Club by acclamation at a meeting of the club held on March 20.

Bruce Phillips, recently of the Jarvis Record and at one time on the Forest Free Press staff, has taken a position on the Petrolea Advertiser.

Howard Rowand, who was connected with the Stratford Beacon reportorial staff, has accepted a similar position on the staff of the Stratford Herald.

Alex. C. Lewis, a Toronto newspaper man and member of the Board of Education, has been appointed secretary of the Toronto Harbor Commission.

George Hahn, formerly city editor of the Chatham News, is now handling the telegraph stuff on the Detroit Free Press, having transferred to that paper from the Grand Rapids (Mich.) Herald.

S. Ranton, formerly news editor of the Stratford Beacon, has resigned, and is succeeded by Olin J. Harris, who was formerly connected with the reportorial staff of the Stratford Herald.

Wm. E. Park of the Chatham News, a former member of the Chatham board of education, has been appointed by that body to the Advisory Commercial committee of the Chatham collegiate institute.

M. J. Dee, chief editorial writer on the Detroit Free Press and at one time a Canadian newspaperman, has been compelled to leave for an extended trip to the tropics for the benefit of his health.

The Mining Record of Kenora, a weekly publication, formerly edited by James Weidman, has passed into the hands of J. V. Scriver of Peterboro. who will continue it as the Kenora Examiner.

C. L. Barker, editor of the Windsor Record and formerly city editor of the Ottawa Free Press, recently gave a talk on "Canada and Its Capital" to the Young People's Society of St. John's Church, Sandwich.

The Wallaceburg News, having successively outgrown two previous engines, has installed a Goold, Shapley & Muir gas and gasoline 4½ h.p. engine to supply the motive power for its printing plant.

George Thompson has sold out his interest in the Saskatoon Capital, of which he was president and editor, and is retiring from business. Mr. Thompson was formerly on the mechanical staff of the Windsor Record.

G. P. Smith, M.P.P., for Camrose, Alta., publisher of the Camrose Canadian, who accompanied the advertising car from that town which has been touring Ontario, addressed the Canadian Club at St. Thomas, early in March.

The Industrial Banner, which has been for some time published in Hamilton as the organ of the Labor Educational Association of Ontario, will hereafter be printed in Toronto as a weekly in the interests of union men.

The Galt Reformer concluded on March 9 a highly successful circulation contest, in which a five-passenger automobile, a piano player and a piano constituted the prizes, in addition to which special prizes were added during the course of the contest.

The Western Fair Board has awarded the contracts for printing prize lists and entry tickets to the London Advertiser job department, for entry sheets to the London Printing and Lithographing Co., and for programs and advertising hangers to A. Talbot & Co.

A writ was issued on March 13, by City Solicitor McVeity against the Ottawa Citizen and Southam, Limited, its owners. Damages for libel are claimed and an injunction asked for. The Citizen, it is alleged, is publishing defamatory statements about the accused and harrassing him.

The Cobalt Daily Nugget has a building and plant of which can well be proud. A handsome cement front gives a metropolitan flavor to the establishment, while the plant is modern and complete from press room to bindery, with Mehlie presses, typesetting machines, duplex newspaper press, etc.

The London Advertiser has inaugurated a "Stay in Ontario" campaign, aiming to present the advantages of Ontario farms and discourage the trek to the west. Write-ups of various sections of Western Ontario from the farming point of view are featured in each issue of the daily.

The North Bay Despatch-Tribune has just concluded a circulation contest which has resulted very satisfactorily for the management, many new names being added, besides collecting a grist of old subscriptions. The prizes consisted of pianos, diamond rings and watches, and the circulation efforts included the Woman's Home Companion.

On March 15 the Stratford Herald completed its quarter century of existence as a daily. The first daily issue followed by a few months the acquisition of the weekly paper by the Dingman family, the latter having secured control in December, 1886, of the Perth County Herald, founded in 1863.

Jane Logan Liddell, wife of Norman Phelps, editor and proprietor of the North Bay Times, died at North Bay, March 15, aged 51. Mrs. Phelps was born at Iona, Ont., January 31, 1862, was married January 31, 1883, and came to North Bay in 1890, when Mr. Phelps purchased the North Bay Times.

The Sudbury Semi-Weekly Star is now comfortably settled in new and spacious offices, and has a very complete plant, including linotype. indeed few towns twice the size of Sudbury can oast as complete a printing plant as the Star. Proprietor Mason has worked hard, and is beginning to see the ripe fruits of his efforts.

Essex County is following the example of Lambton in the direction of municipal advertising, the county council having appointed a publicity committee comprising Warden Montruil, County Clerk Millen and Reeve W. J. O'Neil of Sandwich South. The committee organized on March 9, and plans to issue advertising matter dealing with the county's advantages from an agricultural standpoint. C. L. Barker, editor of the Windsor Record, has been appointed secretary of the committee, and will prepare booklets for distribution in Michigan, Illinois, Indiana, and Ohio as well as the Old Country.

The Daily Porcupine Press bloomed for but a brief period, then faded quickly and died after an existence numbered in days only. The Press is still published as a weekly, and occupies a well equipped office at Porcupine. Casey Moran, however, is no more, that is as far as Porcupine is concerned, and Casey will be missed, for of all the happy, optimistic, good-natured scribes who ever blessed this dreary earth, Casey takes the top card every time. During Casey's occupancy of the editorial chair on the Porcupine Press, there was something piquant and interesting in every issue, and readers looked eagerly for Caseyized paragraphs. Casey Moran has pushed the quill in every mining camp in North America, made fortunes and spent them; patronized the Waldorf-Astoria and sipped his wine with the same zest that he blew the froth off warm beer on the sawdust floor of a thirst emporium in the Arizona desert. Casey has gone from Porcupine, but he is not forgotten, and it is thought he will turn up with the first rush into Ungava and do the news end of the latest rush for gold.

QUEBEC.

Lamarche & Tourigny Company, printers, Lachine, have dissolved.

F. B. Fitzmaurice, cartoonist for the Montreal Herald, is back business after a serious illness.

J. H. G. Gainfort, who has returned from a trip to Europe, has rejoined the staff of the Montreal Witness.

Wellington J. Jeffers has left the Montreal Witness reporting staff to go into the real estate business.

John Redmond, who has been employed on the McGill Daily for several months, is now in the employ of the Sherbrooke Record.

The finance committee of the Sherbrooke city council has voted the sum of $2,000 to the Board of Trade to assist in advertising the city.

Harry B. Blount, of Peterboro, formerly of the Ottawa Journal, has been appointed editor of the Montreal Weekly Witness.

Wilfrid Dougall, who has been editing the Weekly Witness, has taken over the post of chief leader writer, left vacant by the death of W. E. Hunt.

Reuben Breinan, a Russian Jew, and a graduate of the University of Moscow, has assumed the editorship of the Yiddish newspaper, the Eagle, in Montreal.

V. E. Morrill, president of the Record Company, Sherbrooke, has recently been appointed a member of the council of the Eastern Townships Associated Boards of Trade.

At a luncheon given by the Sherbrooke Board of Trade on March 19th, E. S. Sutcliffe, vice-president of J. J. Gibbons, Ltd., gave an interesting address on "General Advertising."

The Montreal Herald Publishing Co. will move to their new fireproof building on Craig Street within the course of the month.

A. E. Chagnin, president of the Eastern Townships Press Association, is busily engaged in making preliminary arrangements for the press excursion to Ottawa in May.

La Voix Libre is the name of a new French daily to be started in Sherbrooke at an early date. The editor-in-chief will be R. Leclaire, Advocate. It is understood that the paper will be of the Conservative persuasion.

Eugene Tarte, of Montreal La Patrie, will build an enlargement to the building as a personal investment on the corner of St. Catherine Street and City Hall Avenue. He has purchased the site, and will start operations about the first of May.

Carl Lebourveau, who for seven years has been mechanical foreman of the Sherbrooke Daily Record, left recently for Medicine Hat, where he has leased a large farm. Before leaving, he was presented with a purse of gold by the employes of the company.

The Page Printing Co., of Sherbrooke, intends erecting a new building this summer. Plans have been prepared, and during the next few weeks tenders will be asked for. The new building will be modern in every respect, and will cost about $20,000.



With a $25 Lino-Tabler equipment, transferable in an instant from one standard Linotype machine to any other operators of average competence set intricate tabular matter, at nearly straight-matter speed, with every face and language of one letter or two-letter Linotype matrices, on full-length, unsawed slugs. Brass Lino-Tabler rule of all foundry faces, one-third size of illustration, costing one to two cents a foot, is quickly inserted, the rules resting securely on shoulder of slugs. The one annual outlay, for one equipment, is $25; a five-machine plant will be equipped for $100, or five-year licenses, payable $20 yearly for each outfit, will be granted established concerns. Very few users of the system whose tabular output is five per cent of their total have failed to renew their contracts at expiration. Address, for contract form, any Mergenthaler Linotype Agency or CHICAGO LINO-TABLER COMPANY Inland Printer Building, Chicago: Tribune Building, New York

WILLIAM C. HOLLISTER, President & Treasurer ASHTON G. STEVENSON, Vice-Pres. & Gen. Mgr.



Ready-Print or Home-Print Which?

For Your Paper

READY-PRINT COST

60 quires Ready-Print, 35x48, @ 12c.	$ 7.20
Shipping charges	1.00
Editorial Supervision, Composition, Proofreading, Make-up, Presswork, etc., for ONE SIDE	16.00
Percentage of Overhead Expense	2.00
Total	$26.20

HOME-PRINT COST

60 quires news, 35x48, @ 9c. (2½c. per lb.)	$ 5.40
Editorial Supervision, Composition, Proofreading, Make-up, Presswork, etc., for BOTH SIDES	28.00
Percentage of Overhead Expense	4.00
Total	$37.40
Lowest possible weekly saving	$ 10.80
Lowest possible yearly saving	561.60
Plus our Advertising Dividend (estimated)	52.00
Lowest total yearly saving	$613.60

The weekly cost of producing your paper has been steadily climbing for years. "The Country Office Help Problem," the revelations of Cost Congresses, the great activity of the smaller city dailies in rural districts, etc., have made this increased cost of getting out your paper a serious matter indeed. You have to face it every week. And the remedy that best copes with these new conditions is our modern Ready-Print Service, which is both elastic and profit-sharing. It will save you real money every week—money that you are now losing. You lost on this week's issue. Don't do it on your next, but ask us **to-day** how this Service can fit YOUR need. You have nothing to lose by KNOWING READY-PRINT FACTS.

The Wilson Publishing Co. of Toronto, Limited

73 West Adelaide St. Toronto, Canada

MARITIME PROVINCES.

Wm. McNeill of the Newcastle, N.B., Advocate, is now foreman of the Woodstock, N.B., Sentinel, in succession to James A. Doak.

Robert A. N. Jarvis, formerly of the Newcastle, N.B., Advocate, but who has been working in Moncton, N.B., for some time, left last week for British Columbia, having accepted a position with a newspaper there.

The Sussex Record has made several interesting and up-to-date changes in its policy and among others has installed a late model Miehle flat bed press. Two modern presses have been placed in commission, and with its new outfit the Record has a thoroughly up-to-date printing department. They have recently moved into a new concrete building.

C. F. Cradall, formerly editor of the St. John Sun, but now managing editor of the Montreal Herald was in St. John recently in connection with the editing of a "St. John edition" of that paper. The issue was made on March 19 and was heartily commended by the citizens of St. John, where it had a very large sale. It was composed chiefly of articles and pictures relating to the advance of the winterport, and the present real estate boom.

Printers, Publishers and Bookbinders, dispose of your

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You will get all it is worth and the best service.

The KRAMER BALER

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It keeps your room clean.

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ALWAYS RELIABLE

Will save you money by your knowing the exact output of your presses, folding machines or any automatic or other machine where a correct count is required. Price $6.00

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NATIONAL ROTARY PERFORATOR

10 Heads.

Only a short time in use. First class condition. Cost $450. Will sell for $175 cash at factory.

YALE LITHOGRAPHING CO., MONTREAL

The BOOKCRAFTERS



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ST. CATHARINES MONTREAL VANCOUVER

NOTICE

We make a specialty of **Electrotypes** from **Halftones.**

The National Electrotype and Stereotype Co., Ltd.
73 to 81 Adelaide Street West - Toronto, Ontario

When corresponding with advertisers please mention PRINTER AND PUBLISHER.

The printing plant of E. J. Armstrong, 99 Prince William St., St. John, is offered for sale.

E. W. McCready, editor of the St. John Telegraph, was a visitor to Halifax recently.

W. M. Scanlan of the writing staff of the Montreal Herald was in St John for a few days recently.

J. Douglas Black, sporting editor of the Fredericton, N.B., Gleaner, is official reporter of the N. B. Legislature now in session.

James A. Doak has left the employ of the Woodstock, N.B., Sentinel and accepted a position with the Fredericton, N. B., Gleaner.

Frank Lister, traveler for the Toronto Type Foundry Company, has severed his connection with that firm, and resumed his position with the Fredericton, N.B., Gleaner.

Thomas B. Phillips, of the firm of G. E. T. Phillips, bookbinders, Halifax, died on March 4. He had been in business for fifty years and was highly esteemed.

George M. McDade, editor of the Newcastle Leader, is in Fredericton acting as official reporter in the legislature during the session, assisting J. D. Black, city editor of the Gleaner.

W. M. Ryan has left the editorial department of the Daily Telegraph and joined the writing staff of the St. John Globe. He has been succeeded on the former paper by James A. Conlon.

George M. McDade, who is assistant to the official reporter of the New Brunswick Legislature during the present session, intends to go west shortly, having severed his connection with the Newcastle, N.B., Leader.

The Carleton Sentinel, of Woodstock, N.B., issued an illustrated number on March 15, in the interests of Woodstock and Carleton county. Its new editor, S. L. Lynott, is displaying commendable enterprise.

The Nova Scotia Temperance Alliance, at is convention in Halifax on March 1, proposed to petition for an amendment to the Temperance Act, prohibiting the publication of liquor advertisements in the press of the province.

John A. Cooper, editor of the Canadian Courier, was in St. John a short time ago, and gave a lecture before the Canadian Club on "Canadian Democracy," which excited much favorable comment.

A. J. Pines, at one time editor of the Kentville Advertiser, when it was known as the New Star, and who has lately been engaged in the teaching profession in Victoria, B.C., has become a Unitarian minister in Winnipeg.

Leonard A. Conlon has severed his connection with the St. John Globe writing staff and has opened an office in this city for the practice of law. He has had a wide experience in newspaper work and was formerly connected with the St. John Sun and Morning Standard.

Rev. Joseph McLeod, D.D., editor of the Maritime Baptist, has just completed forty-five years of continuous editorial service in religious journalism. His father, Rev. E. McLeod, founded the "Religious Intelligencer" in 1853, and was editor and publisher until his death in 1867, when his son, Joseph, then aged 22, succeeded him. In 1905 the Intelligencer united with the Messenger and Visitor and the Maritime Baptist was the result, with Rev. Dr. McLeod continuing as editor. He is being heartily congratulated upon his anniversary.

In connection with the purchase of the Hazzard & Moore business by R. L. Cotton, manager of the Examiner Publishing Co., Charlottetown, some changes have been rendered necessary in the conduct of the latter company. George S. Pearson, foreman of the Examiner's job printing department, becomes business manager and general superintendent. R. L. Cotton becomes president, relieving W. L. Cotton of the responsibilities of that office. The business of the Examiner will be continued along practically the same lines as heretofore.

NEWFOUNDLAND.

W. M. Dooley, formerly editor of the Western Star, at Curling, had his little seven-month-old child badly burned at Boston. The child lived only five hours after being rescued by its mother.

The Daily News, St. John's, has added to its linotype battery by the importation of a Model 8. The installation of the machine was performed by P. W. Freeman, chief linotype operator and machinist of the News.

The Newfoundland Parliament opened in the afternoon of February 14. One the first acts of the Legislative Council was to welcome to its chambers the Hon. P. T. McGrath, editor of the Evening Chronicle.

The chief sensational feature in newspaper circles in Newfoundland since the beginning of the present year was the institution of libel suits amounting to $45,000 against W. F. Coaker, editor of the Fishermen's Advocate, by the nine members of the Executive Government of the colony. Exceptions were taken to an article published in the Advocate on December 30, charging the members of the Executive Council with assisting in "land grabbing" for percentage of receipts. Each member sued for $5,000. Mr. Coaker has published in a recent issue of the Advocate one of the most abject and unqualified apologies ever advanced by a newspaperman, and the libel suits have been withdrawn in consideration thereof. The Advocate is the organ of the Fishermen's Union.

Appointed Canadian Agents

In order that they may better care for their growing trade in Canada, the Standard Machinery Co., Mystic, Conn., have appointed Stephenson, Blake & Co., Toronto, their sole agents in this country. This company manufacture bookbinders' machinery, embossing presses, paper cutting machines, die cutting presses, etc., and their products are held in the highest regard. The new arrangement should prove beneficial not only to the company itself, but to Canadian customers.

Buntin Gillies & Co. Limited

B & G & C

CABLE BOND

(Facsimile of watermark, registered)

"Will Hold Business"

ALL RAG TUB SIZED AIR DRIED

Specially adapted to work on offset presses

15c. per lb.

Case lots 14c. "

White Wove—500 sheets
17x22—13, 16, 20, 24 lbs.
17x28—16, 20, 24, 28, 32, 36 lbs.
19x24—20, 24, 28, 35 lbs.
22x34—32, 40, 48 lbs.

White Wove, Litho finish—500 sheets
17x22—16, 20 lbs.
22x34—32, 40 lbs.

Tinted Wove—500 sheets
Blue, Buff, Goldenrod, Green, Pink
17x22—16 lbs.; 22x34—32 lbs.
Blue, Goldenrod
17x22—20 lbs.; 22x34—40 lbs.
Blue, Buff
19x24—20 lbs.
Blue
19x24—24 lbs.

CABLE LEDGER

White Wove—500 sheets
16x21—28 lbs
17x28—28, 32, 36 lbs.
18x23—36 lbs.
19x24—35 lbs.
20x28—54 lbs.
21x32—56 lbs.
23x36—72 lbs.
24x38—69 lbs. } Loose Leaf Sizes
28x34—72 lbs. }

Buff Wove—500 sheets
19x24—35 lbs.
24x38—69 lbs.

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Boxed 1/4 thousands

	Case Lots	Less
7-20 White	1.50	1.60
7-20 Blue	1.50	1.60
7-24 White	1.70	1.80
8-20 "	1.70	1.80
8-20 Blue	1.70	1.80
8-24 White	1.90	2.00
10-20 " open side	3.25	3.50
10-20 Blue "		
5½-20 White	2.50	2.60
Monarch 24 lb. White	3.40	3.50

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Telephone M. 2899

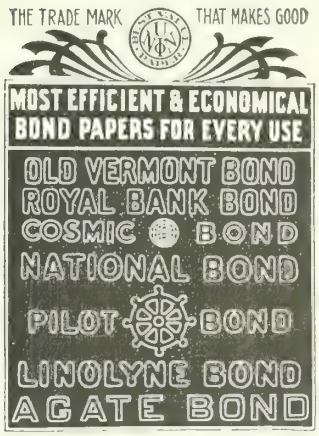
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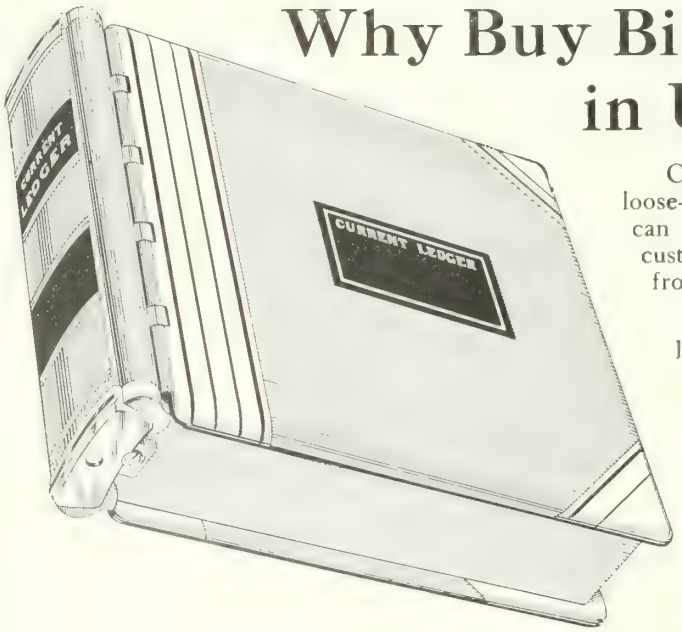
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3



1—Statements
2—Invoices

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PUBLISHERS, TAKE NOTICE. WE WISH to dispose of The Canadian Poultry News.

This paper came into our possession with a printing plant we bought out some time ago. It has been running about fourteen years, and is well known all over Canada. It is now paying, and can be developed into a big money-maker. The field is immense; the poultry business is a big one, and growing all the time. There is only one other poultry paper of any importance, that we know of in Canada.

We are not in the publishing business. Our specialties are commercial work, ruling, printing, binding, loose-leaf account books, etc. We have no typesetting machines nor folders, and find we cannot handle the mechanical end of this paper without interfering with our regular work.

For these reasons we are willing to let it go, and the first publisher or printer who puts up $100 may take it.

Look into this. It is a snap for someone. If interested, better act quickly.

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CIRCULATION IS LIFE

The Close of the —Contest—

The Herald takes leave to congratulate the prize-winners in the Herald's $12,000 voting contest which has been in progress for several weeks, and which closed on Saturday night. It is satisfaction to know that this big contest, involving much money and money's worth, has been conducted so smoothly and in such a straightforward and business-like manner that there has been no excuse for protest. The members of The Northern Circulation Company staff, who had charge of the campaign, proved themselves to be entirely worthy of confidence by everybody concerned in the enterprise, the Herald Company on the one hand and the contestants on the other. As for the good results, they have proved far greater than the Herald ventured to anticipate. The circulation has been greatly extended and many of the extensions are in new territory where the circulation is sure to grow automatically.

If the ladies and gentlemen who won the $3,500 capital prize, and all the automobiles, pianos and diamond rings, are as well satisfied as the Herald people are, the contest has been a success all around.

—Editorial in the Hamilton Herald, March 11th, 1912.

The Northern Circulation Co. is now conducting *The Regina Leader's $12,000 Contest,* and *The Montreal Herald's One-hundredth Anniversary $40,000 Contest.*

Address Herald Bldg., Montreal

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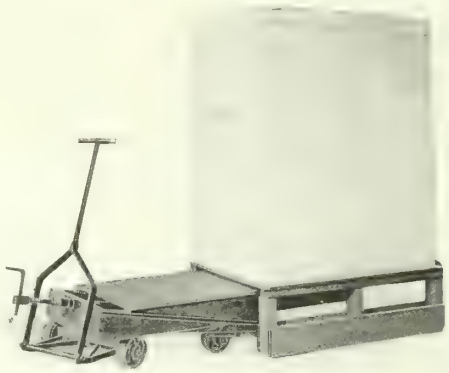
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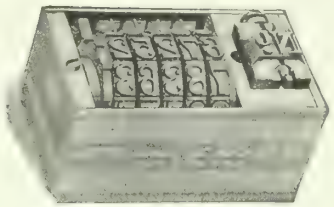
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Logan, H. J., 114 W. Adelaide St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto
Standard Machinery Co., Mystic, Conn.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal, Que.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

CIRCULATION PROMOTERS.

Northern Circulation Co., 20 Sherman Ave., Hamilton; Herald Bldg., Montreal.

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Miller & Richard, Toronto and Winnipeg.
Redington Co., F. B., Chicago, Ill.
Stephenson, Blake & Co., 122 Bay St., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

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Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Standard Machinery Co., Mystic, Conn.
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Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

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Colonial Company, Mechanics Falls, Me., Keyboard paper for the Monotype.

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Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Canada Coating Mills, Ltd., Georgetown, Ont., and Toronto.
Canada Paper Co., 112 Bay St., Toronto.
Cauldwell, Wm., Paper Co., Montreal, Que.
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Hodge-Sherriff Paper Co., McKinnon Building, Toronto.
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Niagara Paper Mills, Lockport, N.Y.
Northern Mills Paper Co., Ltd., Montreal, Q.
Olive & Partington, Ltd., Manchester, Eng.
Ritchie & Ramsay, Ltd., Wellington St. W., Toronto.
Rolland Paper Co., Montreal, Que.
Ticonderago Pulp & Paper Co., Rooms 934-936 200 Fifth Ave., New York, N.Y.
White Paper Co., James, 219 Monroe Street, Chicago, Ill.
Wilson, Munroe & Co., Ltd., 106 York St., Toronto.
Lester P. Winchenbaugh, 14 Oliver St., Boston, Mass.

PLATE PRINTING PRESSES.

King, A. R., Mfg. Co., Kingston, N.Y.
Stephenson, Blake & Co., 122 Bay Street, Toronto.
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PHOTO ENGRAVERS.

Ransom Engraving Co., Winnipeg, Man.

PRINTERS' ROLLERS.

Robertson, J. S., 308 Craig St. W., Montreal, P. Q.
Manton Bros., 105 Elizabeth St., Toronto.
Printers' Ink Jonson, 17 Spruce St., New Yory City.
Queen City Printing Ink Co., 105 Davenport Road, Toronto.
Shackell, Edwards & Co., 127 Peter St., Toronto.
Sinclair & Valentine, 1 Mincing Lane, Toronto.

PROOF PRESSES.

Eastern Sales Co., 1523 People's Gas Bldg., Chicago, Ill.
Stephenson, Blake & Co., 122 Bay Street, Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

TAGS.

Dennison Mfg. Co., 26 Franklin St., Boston, Mass.

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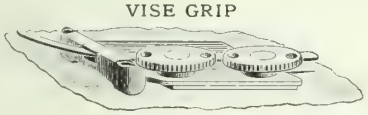
Canadian Linotype, Ltd., 36 Lombard St., Toronto.
Lanston Monotype Machine Co., Philadelphia, Pa.
Thompson Type Machine Co., 624-632 Sherman St., Chicago, Ill.
Universal Typemaking Machine Co., 321-323 North St., Chicago, Ill.

TYPE FOUNDERS.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Blackfriars Type Foundry, 154-156 Blackfriars Rd., London S.E., England.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., Canadian Branch, 122 Bay St., Toronto, Canada.

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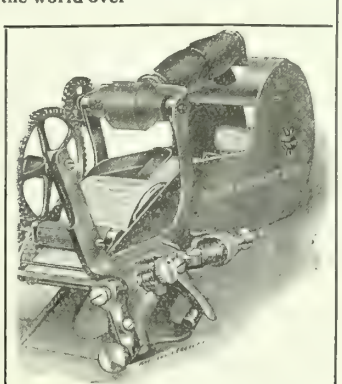
Miller & Richard
Toronto and Winnipeg

Anglo-Canadian Type & Printing Machinery Co. Ltd.
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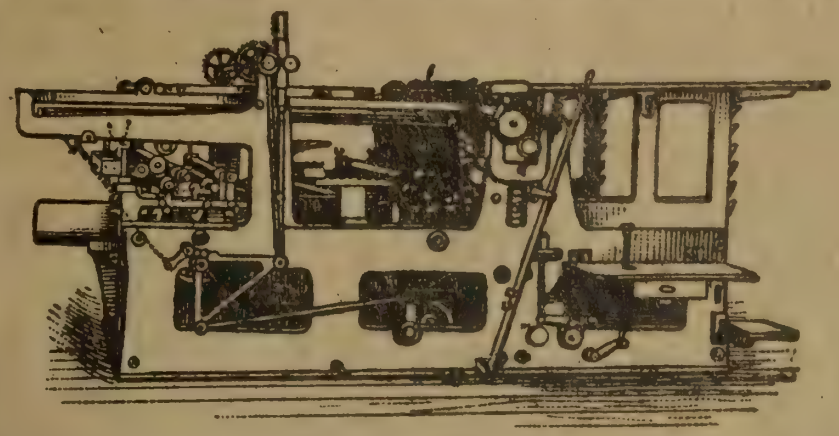
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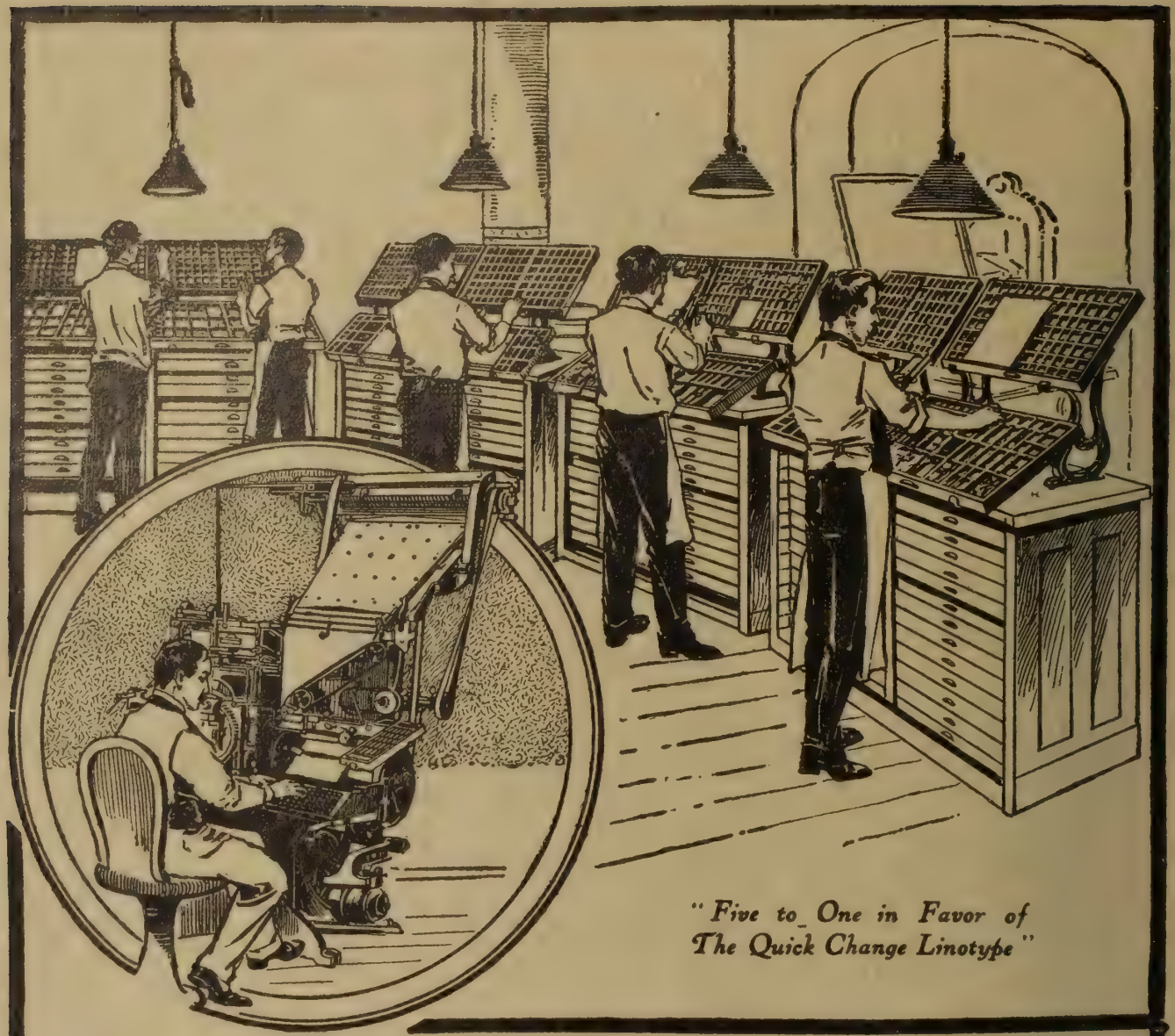
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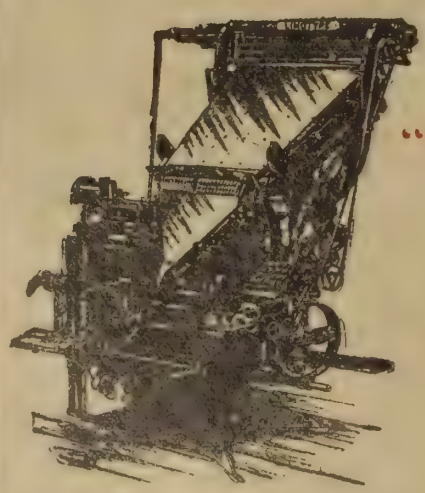
MILLER & RICHARD

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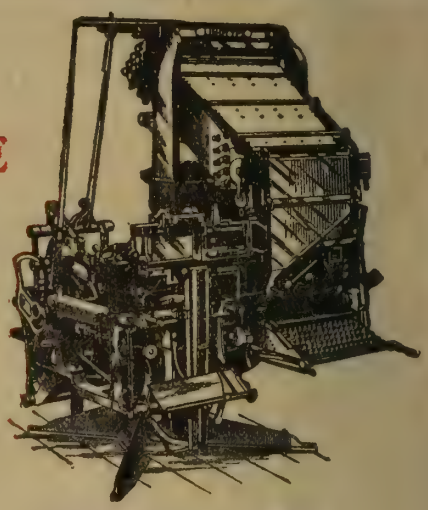
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Vol. 21 Toronto, May, 1912 No. 5

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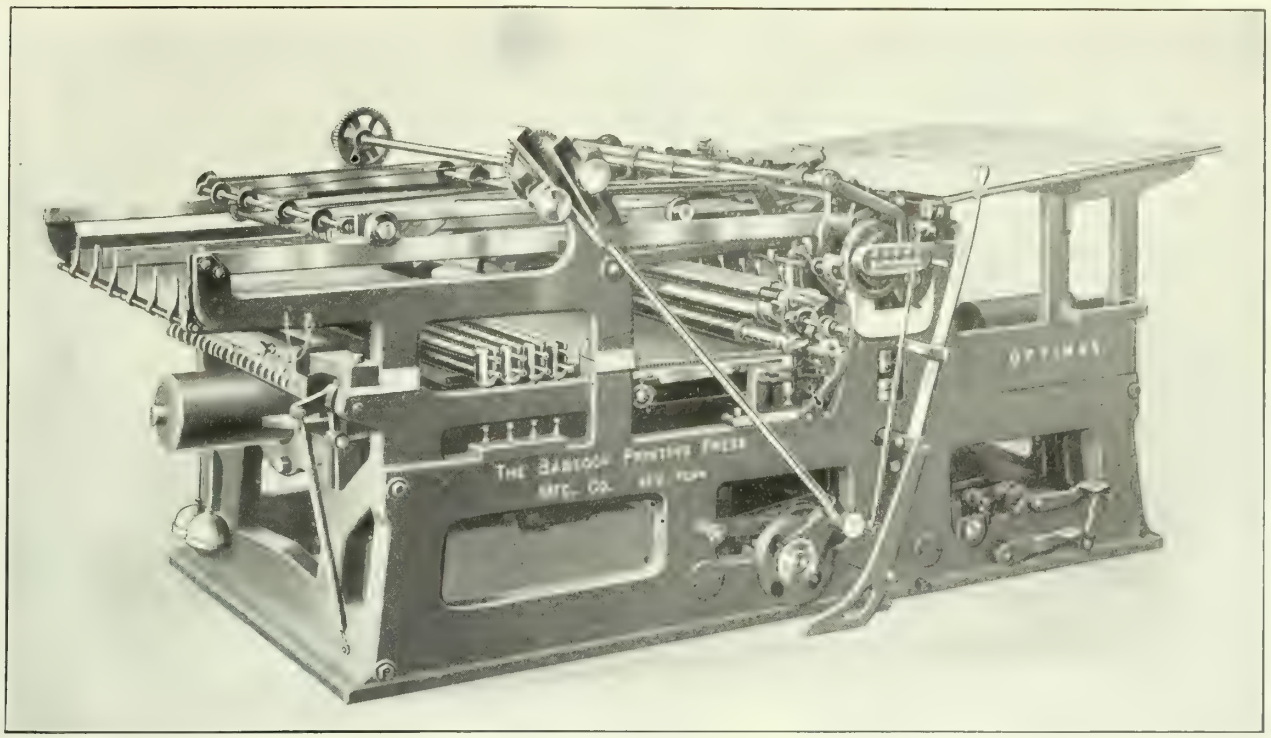
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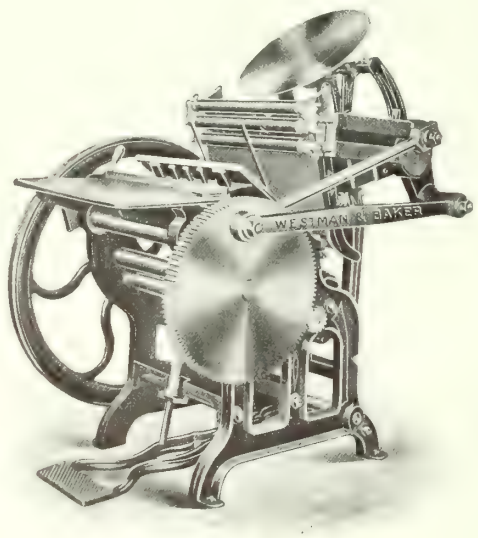
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Your pressroom profits largely depend on the speed and quality of the output of your presses. In the platen pressroom, the quality and quantity of the output of

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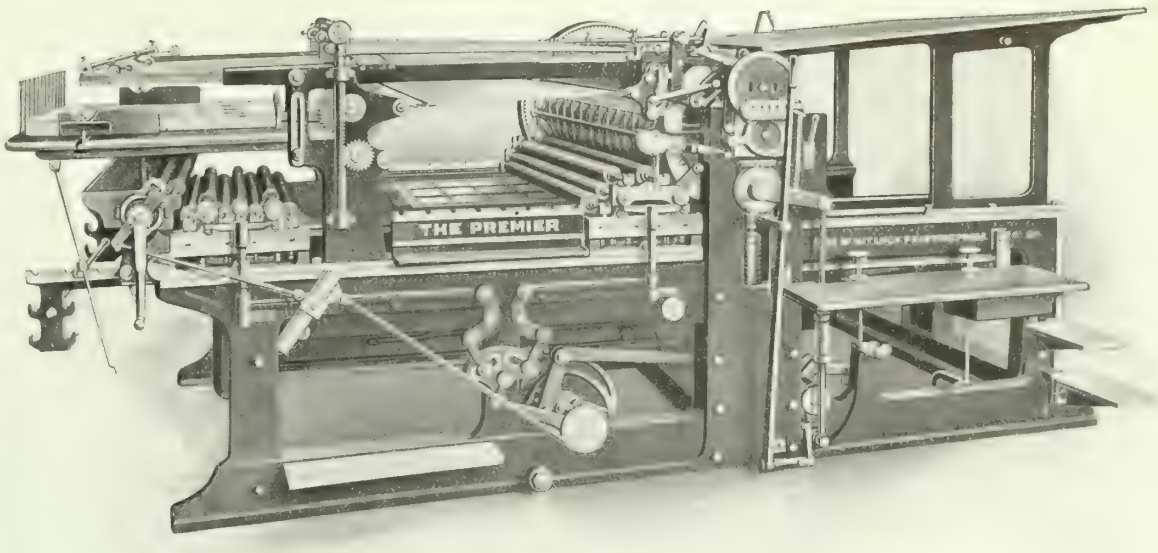
will enable you to secure a price that leaves a good margin of profit.

The simplicity of construction, ease of operation, pressure, excellent ink distribution, perfect register —and the price—has proven that the Westman & Baker is the most serviceable, economical and profit-earning platen press you could install.

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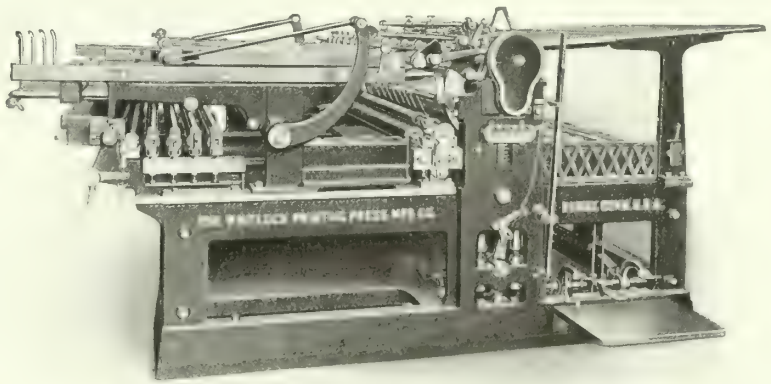
Therefore, the Premier stands supreme among Two-revolution Presses in strength, swiftness and smoothness of operation, and in quality and quantity of output.

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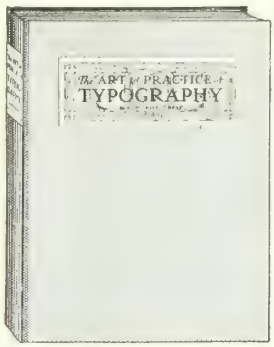
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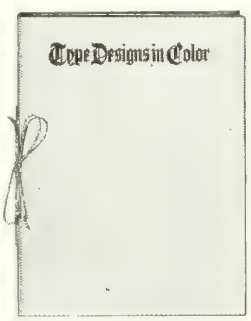
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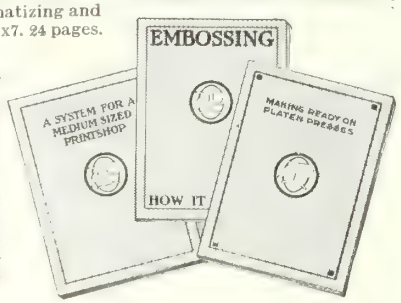
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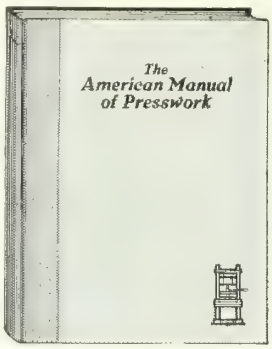
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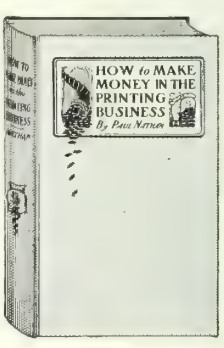
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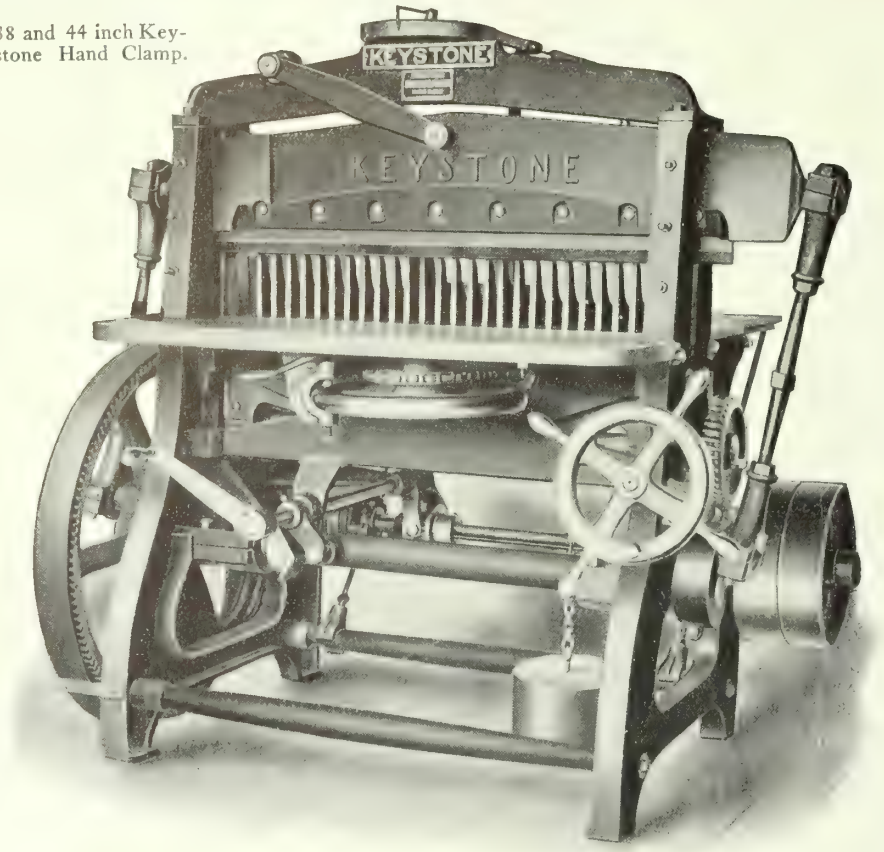
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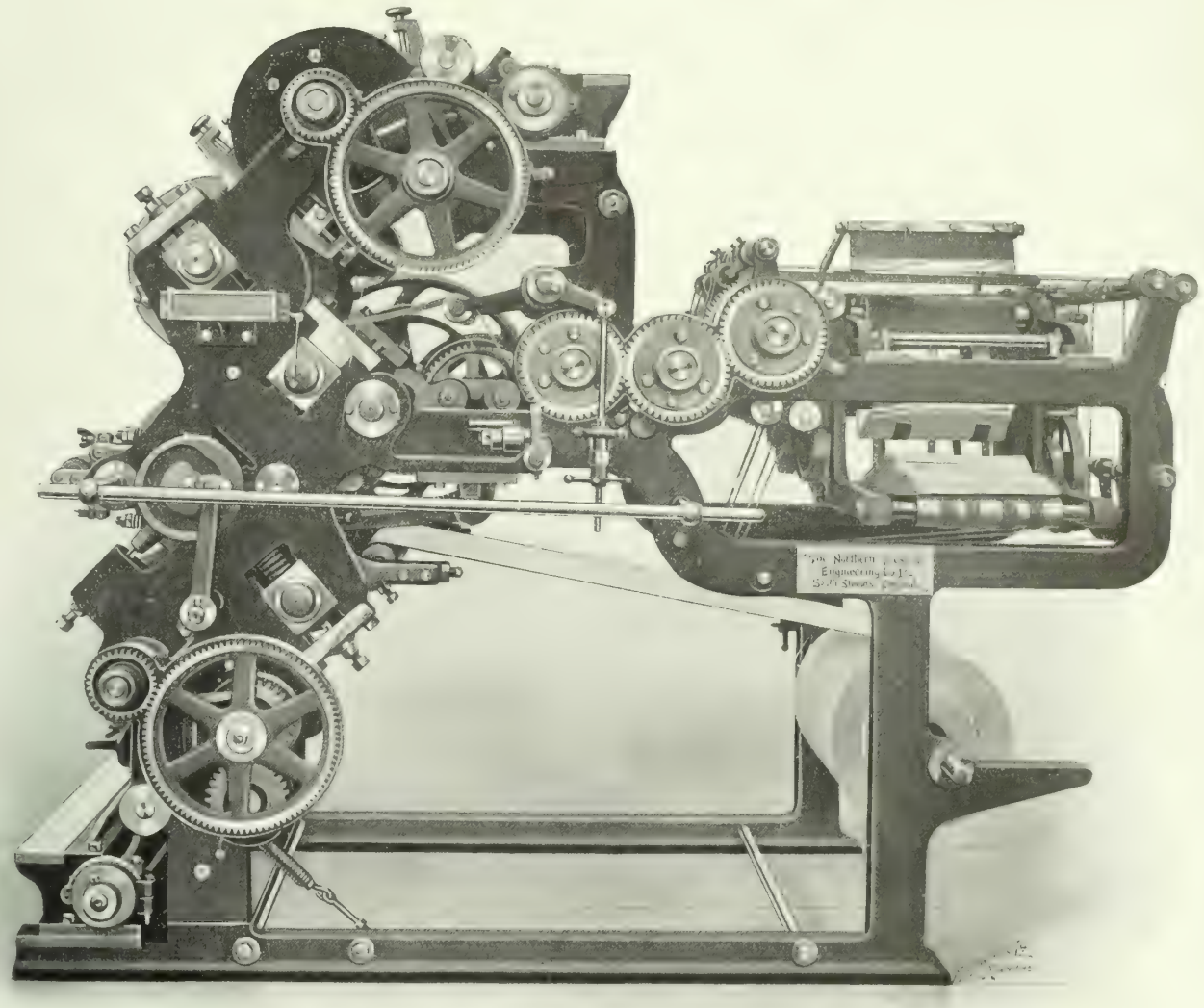
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Builders and designers of Embossing Presses of all kinds, Paper Cutting Machines, Die Cutting Presses and Bookbinders' Machinery.

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Rotary Bulletin
Web Printing and Folding Machine



The above illustration shows the machine which has been erected in the Globe Office, Toronto. It is a two-color press, printing from curved wooden and lead type, which is set up right into the cylinder.

The speed of this press is 10,000 an hour. It can also be made to deliver the Bulletins or Bills on open delivery and in one or three colors.

The Northern Press & Engineering Co., Limited

Makers of Rotary Newspaper Printing and Folding Machines of all classes, printing from 1 to 8 rolls of paper. Also makers of the "Norpress" Flat Bed Web Printing and Folding Machine and The "Multiplate" Plate Casting and Finishing Machine.

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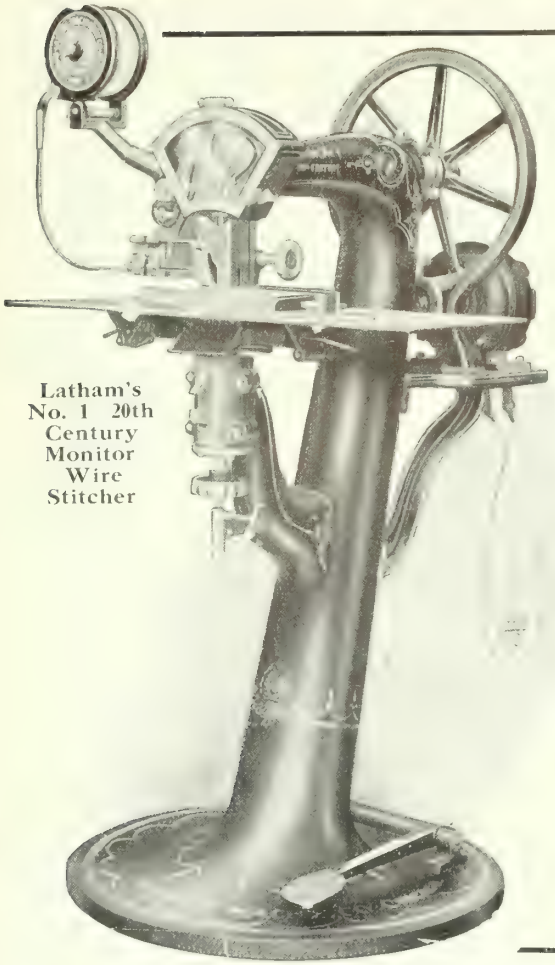
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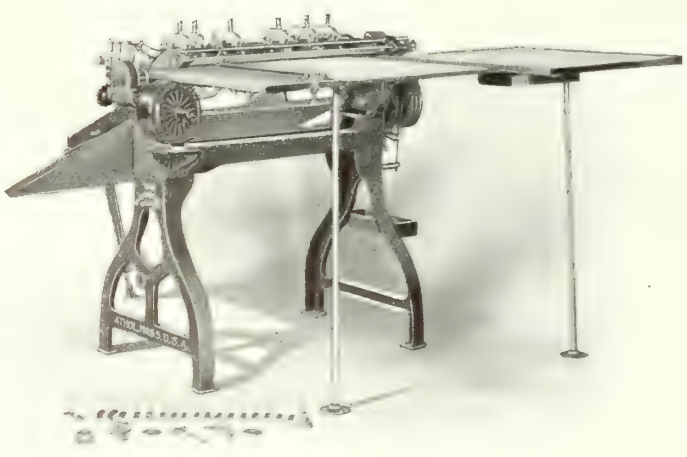
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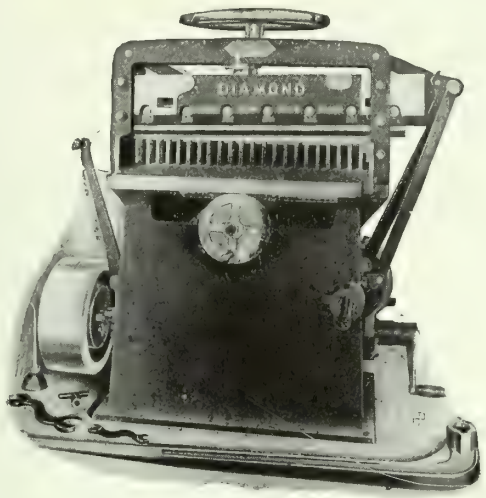
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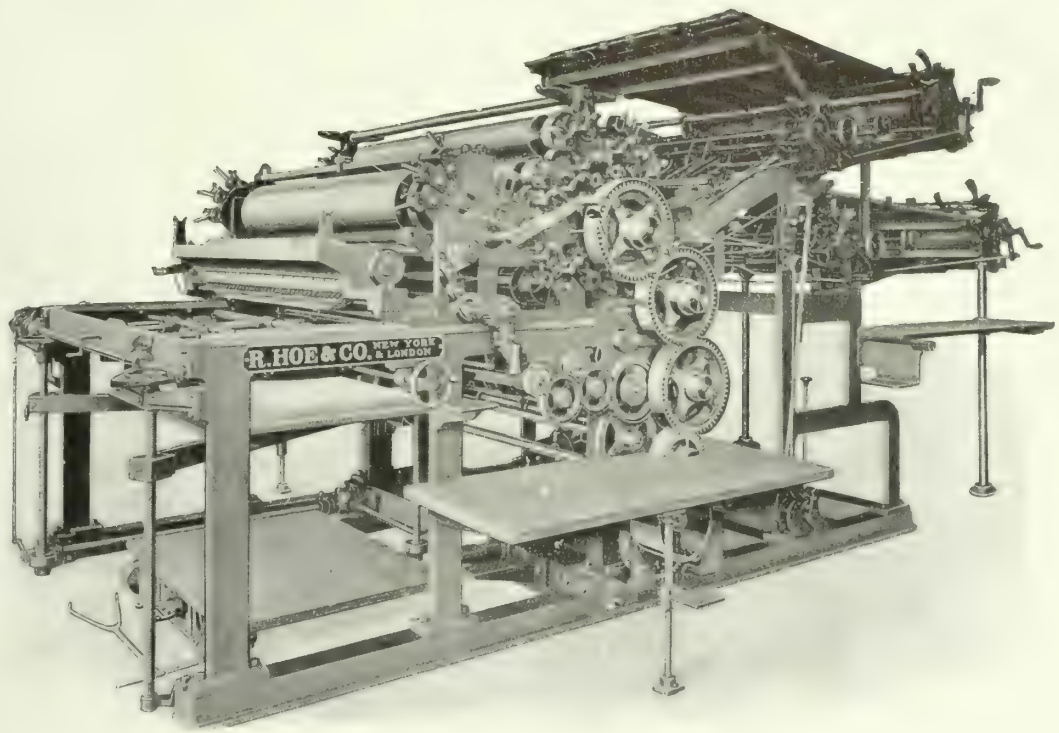
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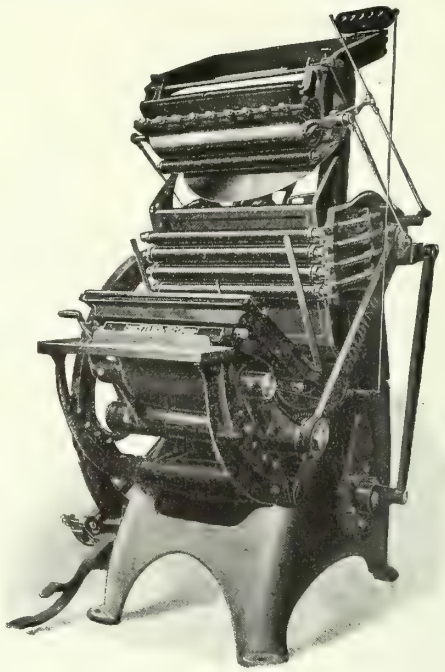
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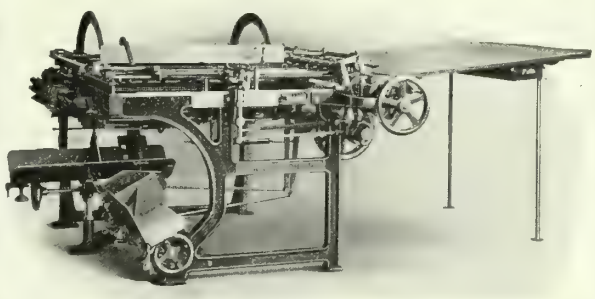
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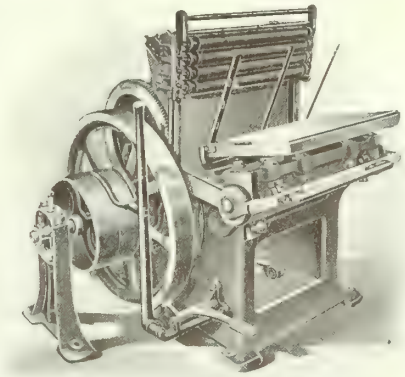
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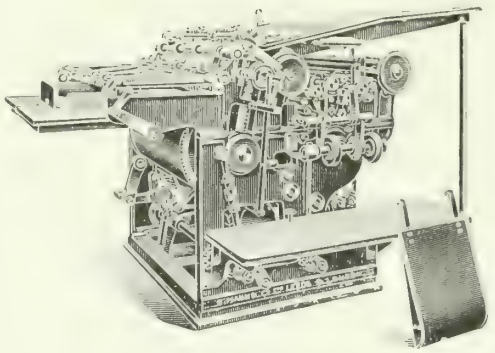
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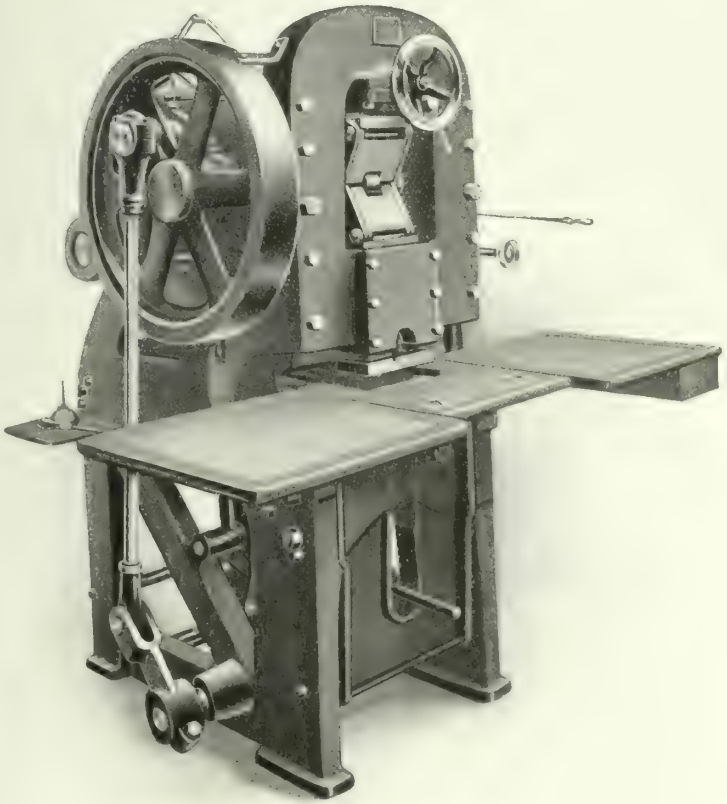
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The Jewellers' Box Lid Feeding Device Makes Carver Presses Unique

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Specially adapted for high-class lithographic label work, commercial, poster printing, etc.

Guaranteed to be free from mechanical wood, and will retain its color when posted.

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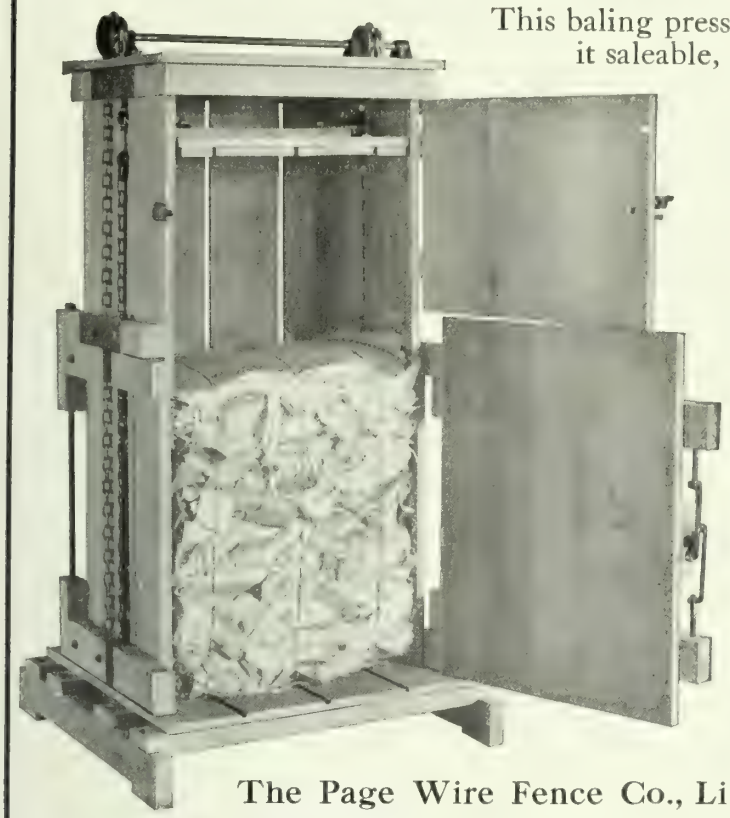
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Bale Your Bothersome Waste!

This baling press takes care of your shop waste—makes it saleable, reduces your fire insurance risk.



The Page Press, $35

more than saves its cost by giving you an income from paper stock now a nuisance and a danger to the printing office.

Little Floor Room. It only takes up 2 ft. by 2 ft. 10 in., and is less than 6 ft. high. You can easily afford the space.

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Our RED SEAL COATED BOOK is the best for ordinary Printing and Half-Tone work. Where a finer quality is desired use our LUXACOTED PORCELAIN.

The day is past when importers can claim any superiority for foreign goods. Our goods are equal to the best made anywhere and are superior to the ordinary run of imported lines.

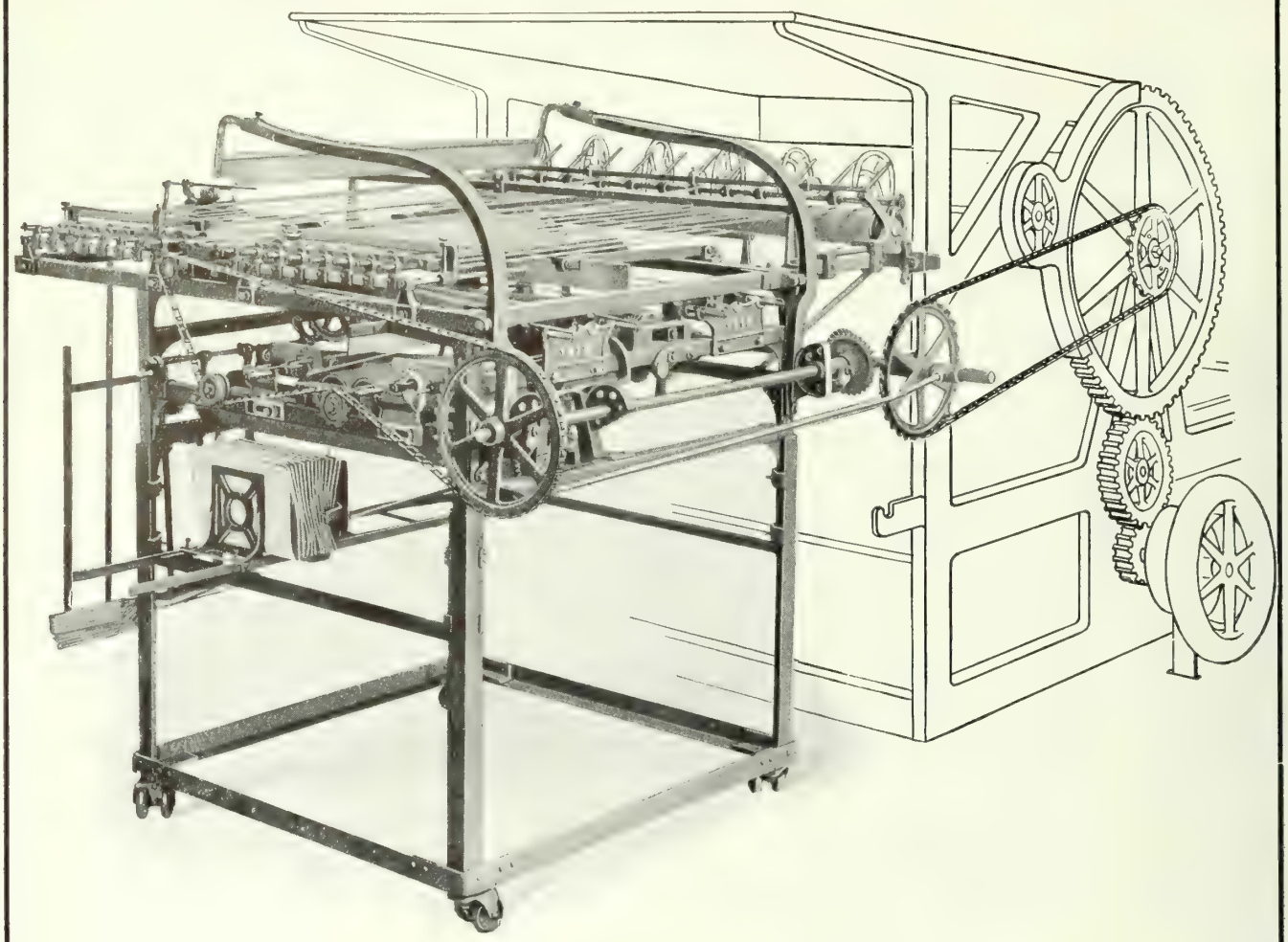
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The Omaha Folder will handle perfectly sheets from any rear delivery press that will deliver the paper within a radius of one inch of the centre, and any press will do this.

Special features of the Omaha Folder are the *Insert Attachment, Trimmer, Jogger or Auto Straightener.*

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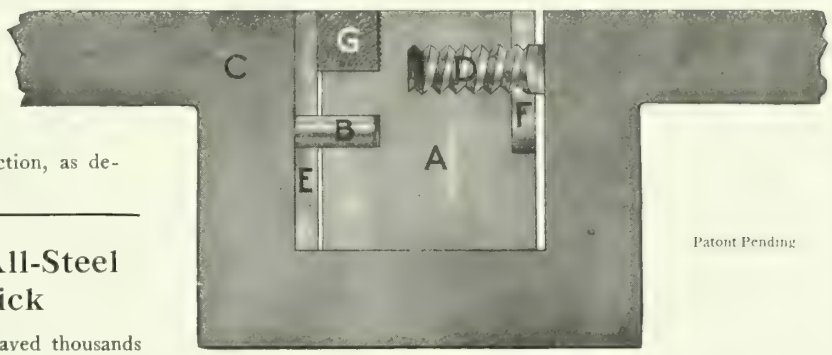
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Now available in WOOD or STEEL

Catalog of all-steel composing-room furniture now ready. A copy will be sent to all inquiring printers interested in steel equipments.

IT is a significant fact that we have just booked three Steel Equipment outfits, namely, Sears-Roebuck Company, Poole Brothers Company and the Blakely-Oswald Printing Co., all of Chicago. In each case our goods were selected because of their superior construction, as demonstrated by samples submitted.



Patent Pending

Cross Section—End View of Hamilton's Improved All Steel Patent Cutting Stick

C — Bed of Paper Cutting Machine.
A — Main body piece of steel.
G — Auxiliary cutting strip of wood.
E — Clamping blade which secures the wood cutting strip G.
B — Guide bolts secured to Clamping Blade E.
D — Screw bolts which bind the main body piece A in the cutting machine recess, and also bind the auxiliary cutting strip G in the main body piece A at one operation.
F — Recess in main body piece A to allow the wrench to engage binding screw bolts D in renewing auxiliary cutting strip G without takfng the main body piece A from the recess in machine bed C.

Hamilton's Improved All-Steel Patent Cutting Stick

Hamilton's Patent Cutting Stick has saved thousands of printers from 50 to 75% in their cutting stick bills.

The new All-Steel Stick overcomes all the difficulties with which printers have contended in the use of the old style patent stick, partly made of wood with steel trimmings.

All danger of breakage is overcome.

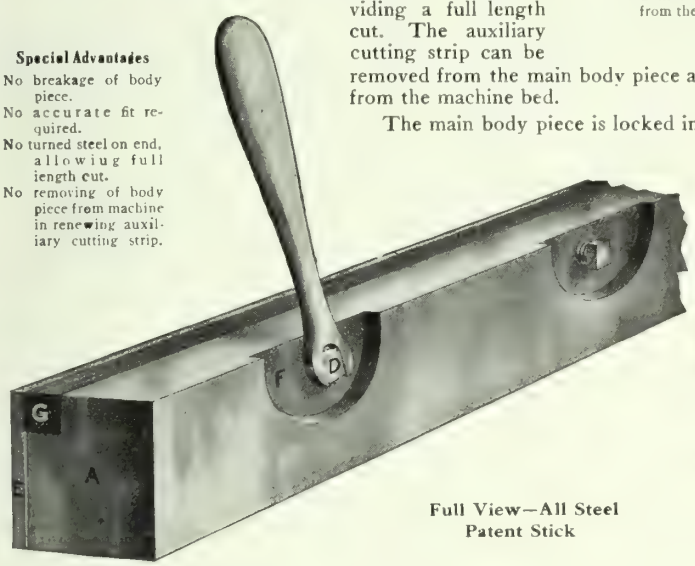
The auxiliary cutting strip is firmly held in place under the shear of the knife without resorting to the turned steel on the end, thus providing a full length cut. The auxiliary cutting strip can be removed from the main body piece and renewed or reversed without taking the body-piece from the machine bed.

The main body piece is locked in the depression in the machine bed and the auxiliary cutting strip is secured in the body piece at one operation, by means of the screw bolts shown in the illustration.

The Improved All-Steel Patent Cutting Stick can be supplied in any size desired to fit any paper cutter at net prices shown in the price list on this page.

Special Advantages

No breakage of body piece.
No accurate fit required.
No turned steel on end, allowiug full iength cut.
No removing of body piece from machine in renewing auxiliary cutting strip.



Full View—All Steel Patent Stick

Directions for Ordering

1 Give size square of body piece.
2 Give length of body piece.
3 State how far from front edge of stick the knife strikes.
4 State number of auxiliary strips wanted.

Net Prices of Hamilton's Improved All-Steel Patent Cutting Sticks

	Main body piece complete with screw bolts and locking wrench	Strips per dozen
Less than 30 in.	$ 7.00	.25
30 to 38 "	8.00	.25
38 to 54 "	9.50	.40
54 to 70 "	11.00	.50
70 to 84 "	12.50	.60
84 to 96 "	14 00	.75

Send for complete descriptive circular.

Ask for a copy of "COMPOSING ROOM ECONOMY," showing floor plans of thirty-two modernized composing rooms in some of the leading printing plants in the United States.

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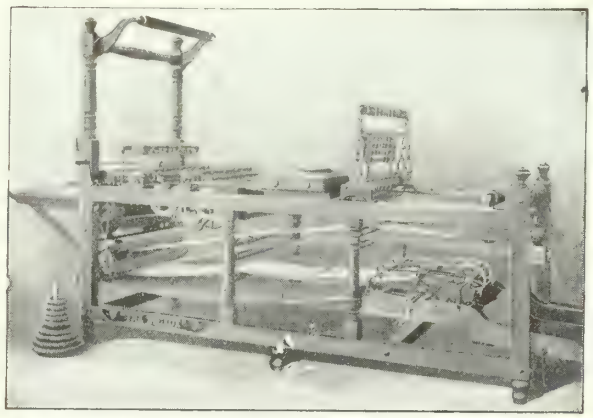
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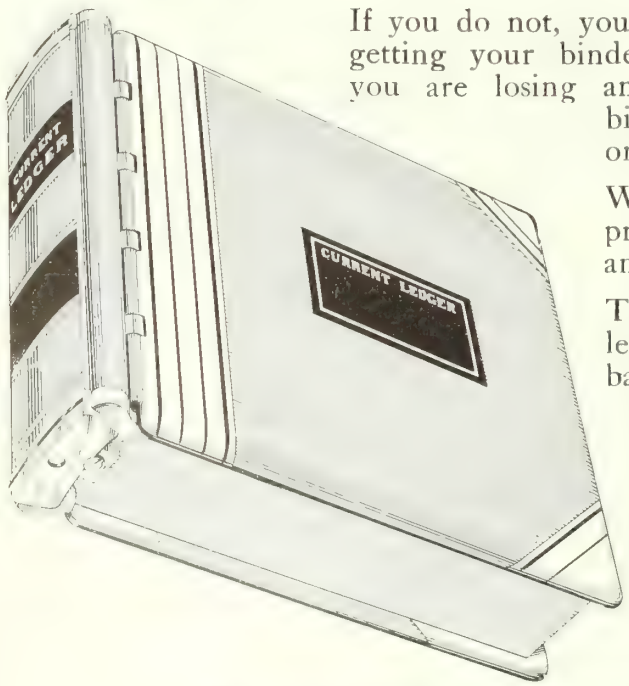


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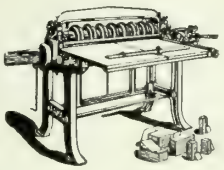
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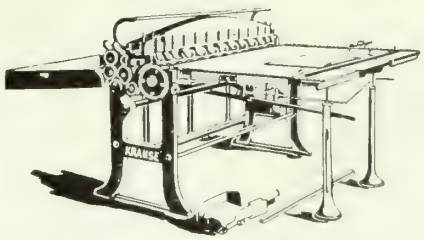
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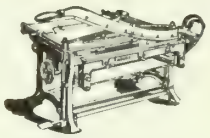
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Millboard and Cardboard Cutter, "Krause"

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Millboard and Cardboard Cutters

There is no Boxmaker in Canada who doesn't long for

"KRAUSE"
Boxmaking Machinery

Manufactured by
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ART PLATEN PRESS

(MADE IN LEIPZIG, GERMANY)

Four Form Rollers—Two ink form on downward stroke and the other two ink on upward stroke. Double reciprocating Ink Distributor Drums, Fountain Trip, Massive Impression, Minute Impression adjustment, Platen absolutely locked while on Impression, Automatic Side Register Gauge for color work, Safety Hand Guard and Universal Clutch and Break combined. For Art Work, Embossing and high grade Letter Press Work, this Press is unexcelled.

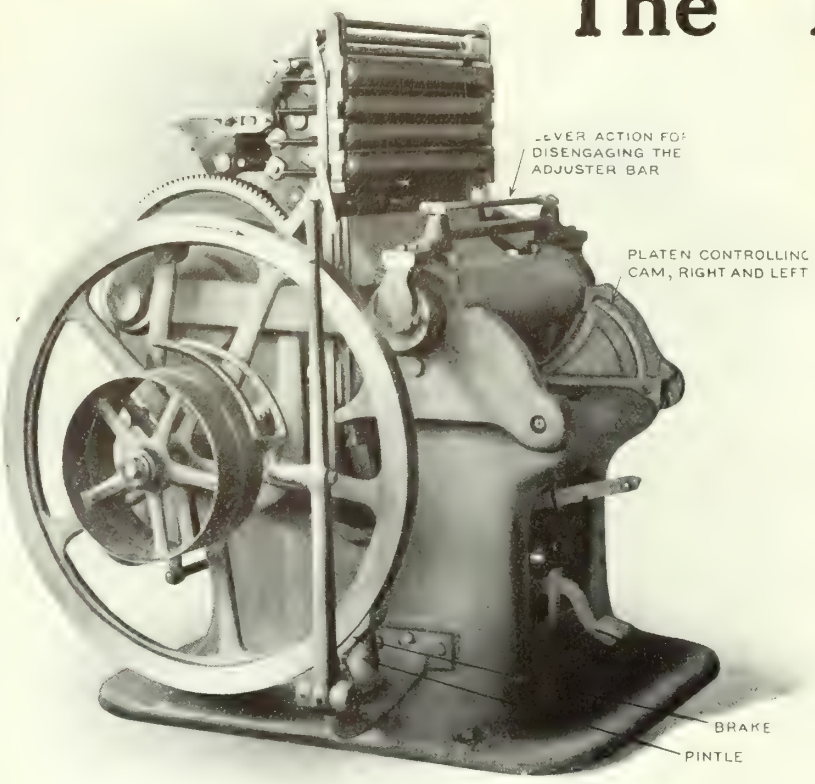
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THE JOHN THOMSON PRESS CO.'S LATEST ART PRESS

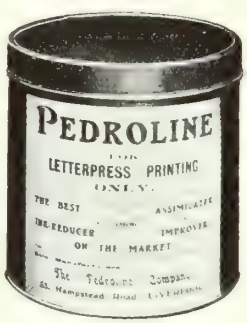
or Model-J, is especially intended for work of a character requiring very heavy impressions at relatively low ranges of speed, say from 1000 to 1400 impressions an hour.

The particular function of the "Laureate" is for printing half-tones, multiple-color plates, tint-blocks and combinations of cuts, borders and type, of a size and character which, hitherto, have usually been done on cylinders. Also for executing thick and stiff cardboard signs, difficult (in some instances impracticable) to print on cylinders.

Write to our nearest branch for descriptive catalogue and prices

Toronto Type Foundry Company, Limited

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CALGARY REGINA



PEDROLINE

Ensures a maximum of result with a minimum of ink
Makes Letterpress Printing cheaper! easier!! better!!!
No setting off—therefore a time saver
Use only 5% or as nature of work demands.

Price, $1.00 per lb.—in 2 lb. tins.

PEDROLINE (for Letterpress only)

assimilates itself with all descriptions and colors of ink, and while acting as a drier—gives tone and permanency to the color. It is especially adapted for the printing of Process and other Blocks for Journals, Newspapers, etc. Also for Three-color Block Printing, and acts excellently for the basis of Tints. Process Blocks require little or no cleaning by the use of PEDROLINE.

A 20th Century Invention

of interest to

Letterpress and Lithographic Printers

Chromoline is indispensable to Tin Printers.

Sole Proprietors for the American Continent

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Limited

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CHROMOLINE

Will preserve the Finest Litho. Roller Skins
Makes Lithography easier! More artistic!!
Assimilates easily with the Ink
Prevents Art Papers from peeling
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Use only 5% or as nature of work demands.

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Assimilates easy with black and all colors of Ink, acts as a drier and renders interleaving of sheets unnecessary, prevents glazed and enamel paper from peeling, prevents scumming, and keeps the work firm on the stone, a feature of great importance for Commercial and Register Color Work. **If a job be left over-night without having been gummed up, it will not thicken—a fact previously unheard of.**

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Just as commerce follows the flag, so the best printing jobs you see link themselves to the ink standard that is pre-eminent in Canadian Printerdom.

To purchasers of good printing the use of Sinclair & Valentine inks on their work is considered the real step to an attractive job.

There has been established for Sinclair & Valentine inks a national "good will," and its advertising is bound to bring you more business of the profitable kind.

SINCLAIR & VALENTINE CO.

OF CANADA, LIMITED.

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73 McDermott Ave., Winnipeg — Norman R. Jennings, Secretary-Treasurer

The Little Giant Multiplex Punching Machine



Punches round, open or special shapes of holes.
Cuts index cards.
Cuts round corners on thick pads.
A perforating attachment 20 in. long.
Punches full one-half inch.
Either for foot or power.
Punch heads made in one piece.
No gauge heads required.

Punch heads or attachments are not included in price of machine, as no two machines are ordered with the same equipment.

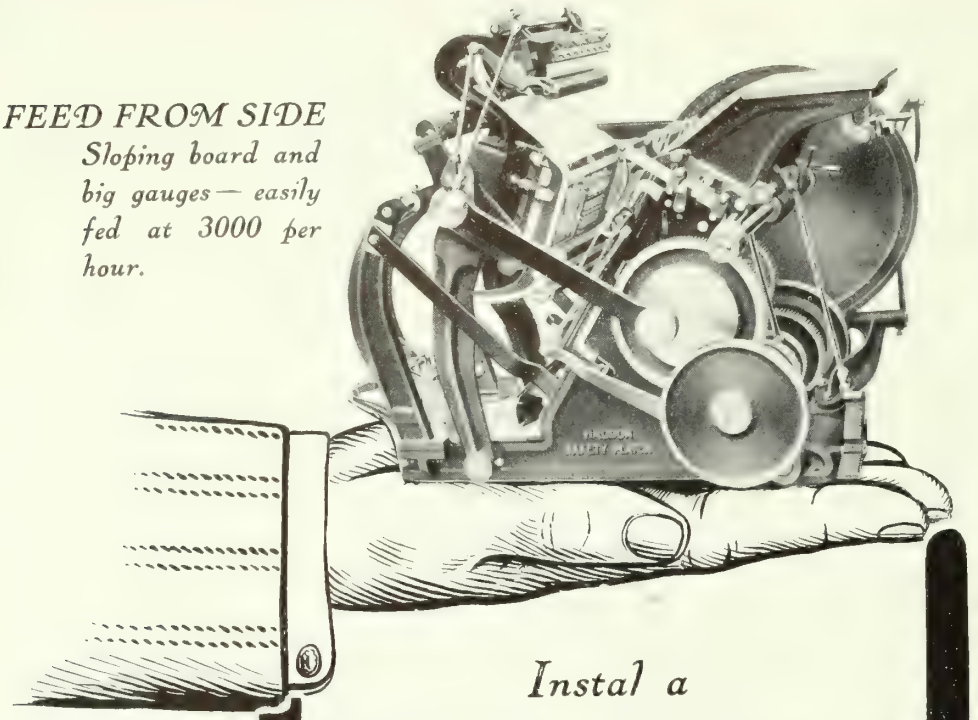
Foot Power Giant Machine, no equipment $65.00
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TORONTO MONTREAL WINNIPEG CALGARY REGINA

"One of the Montgomery line"

FEED FROM SIDE
Sloping board and big gauges — easily fed at 3000 per hour.



Instal a

"Safety" Press

Output three times that of an ordinary job press—a saving of over $50.00 weekly. Ask us to explain.

Printed stock automatically jogged ready for cutting, packing or padding.

Movable make-ready plate — time for make-ready reduced by one-half and output correspondingly increased. Make-ready efficiency.

More jobs in a day—fewer wash-ups.

Stationary platen is rigid, solid, structure, insuring perfect register and powerful impression—no screws, bolts, springs, gears or cams to wear or become loose.

Anglo-Canadian Type and Printing Machinery Co., Limited

124 York St., Toronto

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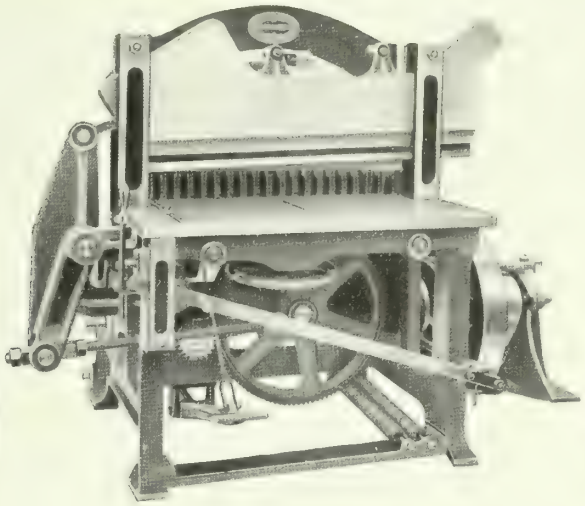
Large number already in use in Canada and many more on order.

United States printers paying 30% duty to get it.

Ask for Booklet.

The only press of its kind in the world.—INVESTIGATE.

"One of the Montgomery Line"



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AUTO-CLAMP CUTTER

Unexcelled for fast running
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BRITISH BUILT UPON PRACTICAL & SCIENTIFIC PRINCIPLES

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W. Gordon Montgomery, Manager.

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WAS ADMIRED AS A PUBLIC SPEAKER

Lowell spoke with absolute simplicity, with entire ease, and he really enjoyed public speaking. It was drawing near the close of the first quarter of a century that the "Lyceum System" came into

LOWELL SERIES

Patented in the United States and Registered in England

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KEYSTONE TYPE FOUNDRY

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Detroit Atlanta San Francisco

10 Point Font $2.50 25 A $1.25 48 a $1.25

HE LECTURED FREQUENTLY

There grew up in that generation a habit of giving week-day lectures in New England meeting-houses, which

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PENNED WITTY SAYINGS

A much admired writer of poetry and prose, an opponent of slavery

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REVIEWING HIS WORK

It is not one sect nor another but all who $1234567890

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STUDIED NATURE
Derived Many Lessons

24 Point Font $4.50 9 A $1.80 17 a $1.70

LARGE HOUSE
Completely Buried

36 Point Font $4.25 5 A $2.35 8 a $1.90

HIS POEM
Read to Girl

30 Point Font $4.00 7 A $2.15 12 a $1.85

FIRST YEAR
Soldier Revolts

42 Point Font $5.25 5 A $2.90 8 a $2.35

VIKINGS
Cold North

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Old Nails

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HIRED COACH
Make Good Time

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White ROSES

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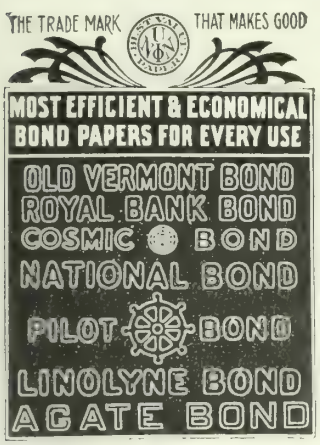
84 Point Font $12.00 3 A $6.40 6 a $5.60

Side LINE

4 Point Rule No. 1004

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As an instance of a maximum Bond Paper Value at a minimum of cost we offer

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Rich enough for the Finest Business Stationery at a price *low* enough to allow for large consumption.

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WEDDING INVITATIONS

Vellum Finish Sheets with Inside and Outside Envelopes to match, suitable for the finest Plate Engraving or ordinary Printing, in such a variety of qualities and sizes as to appeal to every individual idea of taste or preference.

And the wide variety of the Best Value Lines include *Paper, Cardboard and Envelopes* adapted to every use.

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The books are the latest and best on the market. Send for a catalogue—a postal will get it—and you may be put in the way of making many dollars, for in these books is efficiency information covering all branches from business management to the care of rollers.

THE INLAND PRINTER

is the leading trade journal of the world in the printing and allied industries. It is issued monthly and twelve numbers contain more than 2000 pages of the most intensely edited printing-trade information. It costs only $3.60 a year—a cent a day.

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Better buy the thing you know and can trust, than an article unbranded and unvouched for.

The branded shoe made by a maker with a reputation, is a safer shoe to buy than the one made in an unknown factory by an unknown maker.

The underwear made by a firm whose name is as familiar to you as your own, is worth more to you than underwear nameless or labelled by a maker of whom you have never heard.

Tea sealed in a packet bearing the name of a reputable firm is to be preferred to tea of which the packer is not sufficiently proud to advertise its quality.

That in which much money has been invested to make or keep it good is worth more than that on which nothing or but little has been spent.

Peace of mind is worth something, just as quality is. Buy peace of mind.

When you buy anything worth while buying, buy that of which you know—from advertisements, or from other dependable acquaintance. Buy the article with the "money back" guarantee—with the pledge of a known name behind it.

Put your faith in the advertisements appearing in good newspapers. Beware of the article that cannot stand the spot-light of publicity. The commodity an advertiser backs with his own money is something worth your buying.

Advice regarding your advertising problems is available through any good advertising agency or the Secretary of the Canadian Press Association, Room 503 Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write, if interested.

The PRINTER & PUBLISHER

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF THE PRINTING AND PUBLISHING TRADES OF CANADA

The Journeyman's Duty to the Apprentice

By C. Dunnet

Superintendent of R. G. McLean's, Toronto

DID you ever see the boss about the time the old newspaper press came to a full stop—"thumpety-thump" with a broken tooth in the register rack, just after the last side of the afternoon edition had started running nicely? Or, did you ever look at him when his "crack" operator, whom he has trained on the machine from his apprentice days, has just announced to him that he was leaving? The sensation is the same in either case, and brings the boss usually to a full stop. These are the moments when the employing printer is compelled amid the rush of business to give the human side of his affairs a little thought.

He has just installed a fine new typesetting equipment and feels that this end of the business is good for the next ten years anyway. But with the resignation of his expert operator his dreams get a rude jolt. The human side of his business has not been considered sufficiently. This man has been with him for fifteen years and has handled his work so smoothly that he has been entirely forgotten by the boss, but now that he has to fill his place he begins to realize his value to the house.

He charges the foreman with shortsightedness in not having prepared for just such an emergency by training one of the apprentices to run the machine. To this the foreman replies that he was expected to turn out a certain amount of work and could not do it with apprentices. But this shows a shortsighted policy on the part of the trade in general and proprietors in particular.

All these positions must in time be filled by the younger generation—it is only a matter of fifteen or twenty years until all the printers now at the frames or machines will be so much "junk." The question is what are the printers of the present day going to do about it? The boss blames the foreman; the foreman blames the compositors and the compositors blame the kids themselves. It is a clear case of trying to shift a responsibility that should be shared by all.

In the first place the boss is to blame for the unwillingness of the boys to come into the printing trade. There is no proper system of training for them. When they serve their time the boss gets "cold feet" and does not think it right to pay such a young kid as much money as he pays the men, even though he does the same amount of work. The printers do not offer proper inducements in the matter of wages to make the business sufficiently attractive to the boys who have spent the time necessary at school or college to get a good education. These boys can get positions in banks or offices where they are advanced year by year and get a business training besides. In the printing business they are usually started as message boys or are required to do so much roller washing and floor sweeping that there is very little time left for them to learn anything about setting type.

A boy is sent to school by his parents until he is about sixteen years of age and he has gone through the public school and spent some time at the high school, all at considerable cost. He has attained a good English education, and expects, rightly, something in return for the time and money spent. Apprentices to the printing trade require just such an education and the master printers should be prepared to pay the higher rate of wage for this class of boy and when it becomes generally known that apprentices to the printing trade can get just as much money as a machinist's or plumber's apprentice, and perhaps a little more, it will not be long before there will be plenty of boys looking for jobs in the printing offices. As well as the proper wages there must also be a proper system of training for them when they do come.

The foreman has his share of the blame for not seeing that the apprentice is instructed. As a rule

he is too busy—or thinks that he is—that the apprentice is entirely neglected by the foreman except when for some trivial offence he finds it "necessary" to swear a little at him. There is no doubt but that the foreman could do a great deal more in the majority of offices than he does towards assisting the boys to learn something about the trade. Then there is the responsibility in this connection which rests with the journeyman printer. Here we think is where the trouble could be most satisfactorily solved. If the printers would consider it part of their daily duty to assist the apprentice and have some responsibility placed upon him in this connection, and be encouraged by the foreman and the proprietor to do this instead of being "canned" for wasting time with the boys, a great deal of good would result therefrom. The office should make a distinction as between apprentices and message boys in the matter of wages as well as the duties expected of them, for the sooner the apprentice can learn something of the trade the sooner he will become an earning power for the firm.

From a personal knowledge of not a few printing offices in Canada extending to a number of the largest offices in the United States the experience with the apprentice has been almost identical—they have always been kicked from one thing to another and about all they could learn was what they could pick up themselves. In only one of these places was there a system of any kind for the training of apprentices, and this system was a "joke." There are some boys who drop into the printing office and learn the trade without any apparent difficulty. They keep their eyes open and take note of what is going on—if they do not see what they want they ask for it. These are the fellows who are to make the first-class compositors and have enough natural ability to pull them through.

There may come a time when printing will be added to the curriculum of the universities generally, and printers will be turned out as they turn out doctors and lawyers at the present time, but that day is yet too far distant to be of any practical value to the trade—when it does come the printers will have to pay the price for the college product. If the printers would take up the apprentice question as they have the cost question there would be some possibility of relief in the immediate future. If the employing printers do not take up the question quick someone will wake up to the advantage that the solution of this problem would afford to the trade unions. The control of the printers of the future by either the Typographical Union or the master printers themselves means much to either one side or the other. If the Union solves the problem, either by a system of schools of instruction or by imposing an obligation on their membership to see that the apprentices were actually taught the trade, there is no doubt but that the Typographical Union would greatly strengthen its position in that it would still retain control of the compositors of the future and the employers would be more dependent than ever on that organization as a means of carrying on their business.

On the other hand if the employers themselves take the matter up seriously and see that the apprentice question is looked after either by schools of instruction—and there is no better school than the printing office to learn the printing trade—or a proper system of instruction in the office, such as giving the boys a reasonable amount of time each day on actual work and see that their time is not fully taken up with work that has nothing to do with printing; that someone in the composing room is made responsible in regard to this and whose duty it would be to see that the boys got a regular course of training. Apprentices properly trained the first year will soon earn all that has been spent on them and more—where the apprentice has been chiefly neglected is lack of opportunity.

There is another feature of the question but it is too far removed at the present time to be considered and that is the possible evolution of the business. If it changes as much in the next twenty-five years as it has in the past twenty-five the kind of training necessary for the apprentice to-day will be obsolete then. As new inventions come into use, and they will come forward just as fast in the future as they have in the past, the way of producing the printed page will change and the work of the printer will change with it. It has changed in the past from the laborious hand-set page, which after being printed had also to be laboriously distributed and even now it has to be distributed but by an entirely different process and with less skill than in the old days. Nearly everything in connection with the trade has changed to a lesser or greater extent, necessitating a constant study on the part of the printer and a new training on the part of the apprentice.

There is no doubt but that the question will be solved whether the employing printer or the Union take it up seriously. Just as surely as that water will find its level so will the apprentice question be straightened out. But the printing industry will have to pay the price in the increased cost of skilled labor and the scarcity of help if they leave the matter to right itself instead of providing for the future.



New building into which Montreal "Herald" has just moved.

Canadian Printing and Publishing Plants

No. VI.—News Publishing Co., Truro, N.S.

ONE would need to travel far before he would encounter a more complete small city newspaper and job plant than that of the News Publishing Company, Truro, Nova Scotia. Truro is one of the progressive manufacturing towns of the Maritime Provinces, situated at almost the geographical centre of the three provinces, and with rail communication in all directions. It is the seat of the Provincial Normal School and the Provincial Agricultural College, and is in many other respects a centre of importance. In keeping with the position and growth of the city the new premises of the Truro *News* have been built to typify the progress of the place. They are located on the beautiful tree-lined main street near the business centre and, with their trim and substantial front, form an attractive addition to the city's commercial district.



The "News" Building.

The new building was erected in 1911 to replace former premises destroyed by fire early in the year. Built of red brick, the structure has a frontage of 50 feet on Prince Street, and extends back 65 feet. It has three floors and basement, providing altogether 15,000 square feet of floor space. The entrance is directly in the centre of the front, flanked on either side by two large plate glass windows, which supply ample light to the main business office. The rest of the building is lighted by sixty-four light windows, which render the entire structure bright and airy.

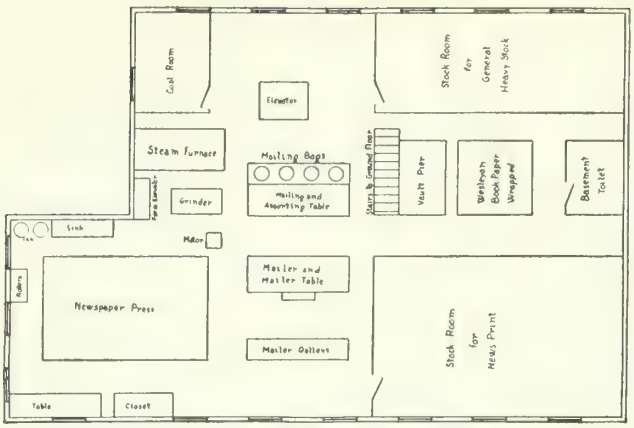
The ground floor is raised a few steps from the front in order to give a good height to the basement. The visitor enters a roomy business office, extremely well appointed in every particular. The floors are of polished hardwood and the fittings of natural wood, glistening in shellac and varnish. To left and right are counters, behind which the office staff is accommodated. To the rear on either side are the private offices of the editor and manager. Desk room is laid off at the present time for a regular staff of ten, but the offices are sufficiently large to accommodate considerable more help should it be needed. One exceedingly convenient feature is the closed-in shelving on each side of the building. These form a large number of closets, in which all fyles and necessities are kept right at hand, and still out of sight. From the business office, a door leads back into a wide hall, from which stairs lead up and down. Back of this again is a general stock room and shipping room, and in the left corner a waiting room for the newsboys. It will be noted that the elevator is in close proximity to the shipping and receiving door on the right side of the building.

The basement contains the newspaper press, stationed in a corner where the best light is obtainable. Handy to it are the mailing tables, providing a rotation from the press, over the tables and to the elevator. The front portion of the basement is reserved for stock, and here the newsprint and other heavy material are stored. The steam heating plant and coal bins occupy another corner. The entire basement is floored with cement, and is light and roomy.

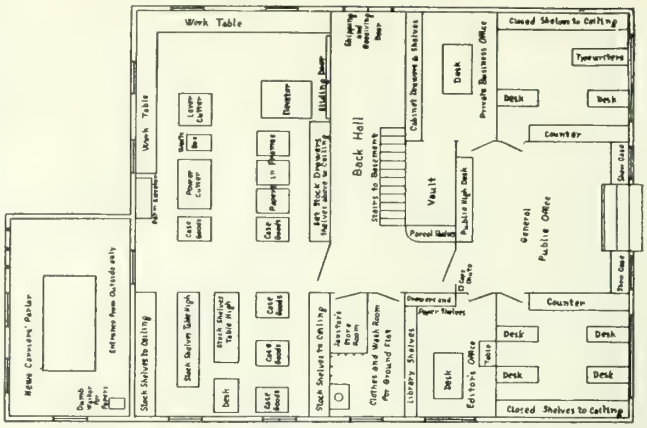
Ascending now to the first floor, the large job room is found. The Truro *News* does a very large job printing business, and equipment for this department is extensive. The stairs open into a hallway, off which are the toilets for the male and female help, affording a privacy that would not otherwise exist, were the rooms to open from the general work-room. The type cabinets and composing stones occupy the front half of the floor, while to the rear are the two cylinder presses and the book folder, with the row of platen presses along the left wall. The cylinder presses are convenient for stock coming up the elevator, going through the presses and back to the elevator through the folder. One motor takes care of the cylinder presses and folder, while individual motors are attached to each platen.

On the second floor are found the typesetting machine room, the newspaper composing room and the bindery. The typesetting machine room is absolutely fire-proof, and contains over $10,000 worth of machinery. A form elevator runs directly down to the press-room in the basement.

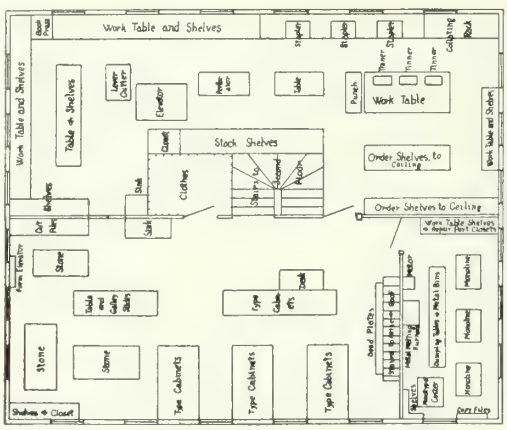
The machinery in the *News* plant is modern, having been installed only last year. It includes three monolines for the newspaper work, and a monotype for the job work. There are three cylinder presses and six platen presses. The cylinders are capable of producing 20,000 eight-page and 10,000 four-page standard newspapers in a day. The plant also includes power and hand paper cutters, round hole bank perforators, punches, staplers, tinners, book



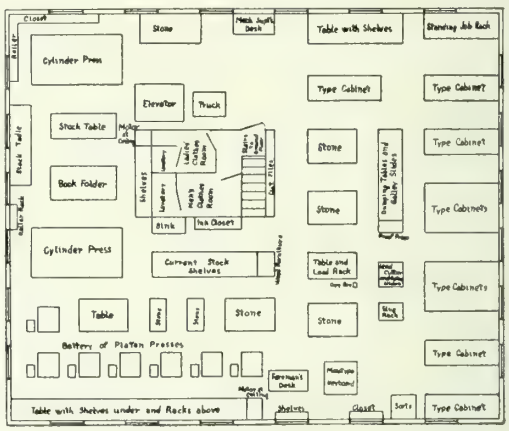
Basement Plan.



Ground Floor Plan.



Second Floor Plan.



First Floor Plan.

presses, mitering machines, folders, etc. The entire plant is operated by electricity, and there are also to be found such contrivances as speaking tubes, copy chutes and dumb waiters to expedite production.

The News Publishing Company is owned by W. D. Dimock, ex-M.P., who is president and editor; J. F. Coffin, vice-president and director, and A. R. Coffin, secretary and manager. There is about $100,000 invested in the business, and the three proprietors are all personally at work advancing its interests. A payroll of 75 or 80 gives a good indication of the size of the plant.

Besides printing the Daily and Weekly *News,* the company also handles several other publications, including the *Wesleyan*, the *Lever*, the *Tidings*, the Canso *News,* the *Maritime Agriculturist* and the *Normal College Gazette.* It has also gone extensively into the calendar business, importing pictures and selling imprints. This business has been carried practically from coast to coast.

Express Rates on Newspapers

BY a decision of the Board of Railway Commissioners for Canada recently given at the instance of Western newspapers, a universal rate for east and west of one-quarter cent. per pound on aggregate weight, exclusive of wagon service, is established to points not over 300 miles distant from place of publication. To points over 300 miles distant, to which the merchandise rate does not exceed $4.50 per 100 lbs., the rate is fixed at one cent per pound. To points to which the merchandise rate exceeds $4.50 per 100 lbs. the charge is to be in accordance with merchandise pound rates; as also for newspapers returned to the original shipper a minimum charge of 10 cents in all cases is enacted.

Commissioner S. J. McLean, in giving a decision, drew attention to the fact that newspaper traffic differs in many ways from ordinary merchandise traffic, in so much as it involves less expense to the express companies in the matter of collection, delivery and way-billing.

The order of the commission is as follows:—

"(a) That in the item at page 15 of the express classification for Canada, No. 2, commencing 'Newspapers, magazines, and similar publications,' the words 'other than daily' be inserted after 'Newspapers.'

"(b) That the following items be added to the said classification No. 2, namely:

"Newspapers, daily, when shipped by publishers or news companies on day of publication;

"To points not over 300 miles distance, one quarter cent per pound on the aggregate weight, exclusive of wagon service, minimum charge 10 cents;

"To points over 300 miles distance, to which the merchandise rate does not exceed $4.50 per 100 pounds, one cent per pound, minimum charge 10 cents;

"To points to which the merchandise rate exceeds $4.50 per 100 pounds, one-half merchandise pound rates, minimum charge 10 cents.

"Newspapers, daily, returned to the original shipper, merchandise pound rates, minimum charges 10 cents.

(Sgd.) J. P. MABEE,
Chief Commissioner,
Board of Railway Commissioners for Canada."

The Typography of Newspaper Advertisements

By James H. Imrie

Part I—The Principles Involved

THE success of a newspaper depends largely on the effectiveness of its advertisements. They are the source of greatest profit to the publisher, and therefore demand, and should be given his careful attention.

The value of an advertisement is measured by the results it accomplishes—the increased confidence or the dollars and cents of increased business it secures for the advertiser. These are the considerations that induce him to advertise. If the advertising does not "produce results" the confidence of the advertiser in the medium used is greatly weakened, if not entirely lost.

Aside from the quantity and quality of a newspaper's circulation, the two most important factors in determining the success of an advertisement in it are the "copy" used and the typographical arrangement of the "copy."

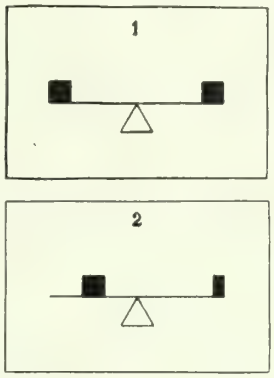
However good the "copy" may be, it is of no value unless it is read. To be read it must first be noticed. Before it is noticed it must please and attract the eye as it wanders over the page. This effect is secured by the manner in which the copy is arranged.

You have leisurely walked down the main street of your city or town and passed the many shop windows that displayed numerous lines of goods. Most of the windows seemed uninteresting and you passed by scarcely noticing what they displayed. But one left a definite impression upon your mind. Something about it pleased your eye, caught and gripped your attention and induced you to carefully inspect the goods it displayed. Thus the window display had performed its function; but what did the trick? You were unconsciously influenced, not by the goods themselves, but by the manner in which they were arranged—by a sense of order, harmony and balance.

You have visited an art gallery, and among the large number of pictures on view, one impressed you as the best and most pleasing. Perhaps you have forgotten the others, but this one you still remember. It was the one in which you perceived to the greatest degree the greatest order, harmony and balance. These are the qualities of the picture that first pleased your eye, attracted your attention and created in you an interest in the thoughts and ideas the artist endeavored to convey.

The same is true with an advertisement. The qualities that make a pleasing picture help to make an effective advertisement. The disorderly and carelessly arranged advertisement irritates and distracts the eye, stifles interest, remains unread. The properly arranged advertisement unfailingly catches the roving eye, grips attention, arouses interest, and prepares the mind for a careful consideration of the advertiser's message.

The effectiveness of an advertisement then depends largely on the arrangement of the "copy"—the grouping together of the various parts. To secure the most pleasing effect, the various parts should be so grouped together that the eye takes in the important points at a glance, travels easily and naturally from one to another, and readily comprehends their relation. To secure this effect, it is necessary to understand the principles upon which typographical arrangement is based.

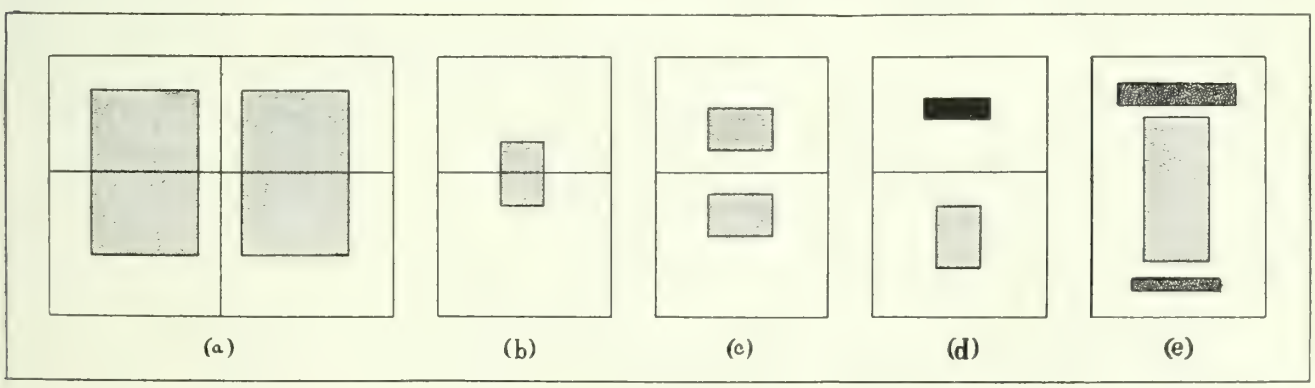


Balance.

Let us first consider the principle of balance. To many, the following statements may seem elementary, but they are principally intended for those not already familiar with the principles of design.

We are all familiar with the principle of balance as a physical law. It requires very little reasoning to find out why the tight-rope walker maintains his position over the wire. We all know that when a board is properly balanced over a saw-horse, its centre must be over the centre of support. If a weight is placed at one end of the board, the balance is maintained only by placing an equal weight at the other end, as in figure 1. A weight of 50 pounds placed half-way between one end of the board and the centre of support can be balanced by a weight of 25 pounds placed at the extreme other end, as in figure 2.

The balancing of type matter in an advertisement is also subject to the same laws as those governing actual weights. In advertisement typography, however, one would naturally expect the centre of balance to be exactly in the centre of advertisement, but this is seldom the case; the most pleasing arrangements being those in which the centre of balance is a little above the centre of the ad-



vertisement. This idea was probably derived from the methods followed by early printers of placing the type matter on their pages, which is illustrated in example (a) of the diagram at the bottom of preceding page. Here you will see the centre of balance of a single page is a little above the centre of the page, and marked by a line running across the pages. This rule may vary according to the requirements of the "copy" and the peculiar tastes of the compositor, who may desire to place it a little higher or lower than here indicated. But, for general use, the position indicated will be found the most satisfactory. In passing, notice that the type of a single page is not in the sentre of the page from left to right, but each page is drawn toward the other, lending a feeling of unity to the whole.



Fig. 3.

In example (b) we find a rectangle properly balanced on a single page, being exactly on the centre of balance, which is a little above the centre of the page. In example (c) are two rectangles of the same tone, being equidistant from the centre of balance, they are properly balanced.

It is sometimes necessary to use types of different tone in a newspaper advertisement, the principal lines being set in display type, and the body matter set on a type-setting machine. The problem then is to place the different type so as to secure a proper balance. In example (d) we have a small black rectangle, and one twice as large but only half as deep in tone. One, therefore, is equivalent to the other, and as they are equidistant from the centre of balance, proper balance has been maintained. If both rectangles were of equal size, but one half as deep in tone as the other, the lighter one should, of course, be placed twice as far from the centre of balance as the dark one. Figure 2 carries out this idea, but in a different manner.

In example (e) we have the lay-out of an advertisement which shows the association of type of two different tones, balanced over an imaginary centre of balance a little above the centre of the page.

The most pleasing effects in the balancing of the matter of an advertisement are obtained where a large important spot is brought into balance by a smaller spot, combined with a proper amount of relatively lighter matter.

Harmony.

In music we understand harmony as the combination of accordant sounds that please the ear. Harmony in typographical arrangement may be understood as a consistency in the character and tone of the materials that form the advertisement. Harmony exists where two or more different materials have anything in common. The harmony increases as the things in common increase, and decreases with every added difference among the materials.

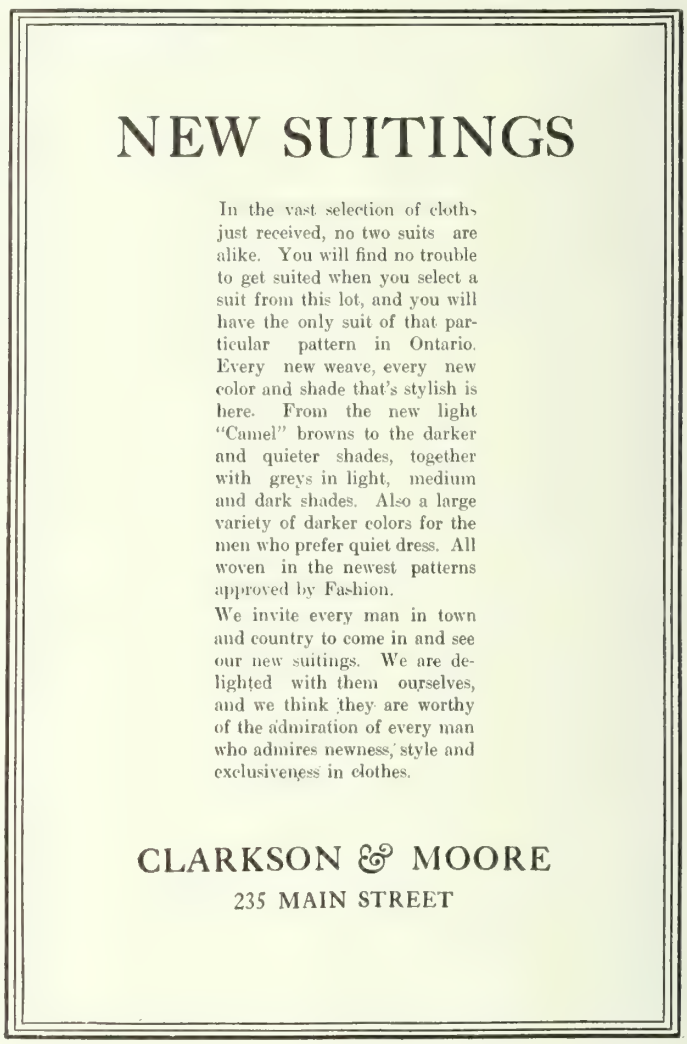


Fig. 4.

Harmony may be separated into two divisions: harmony of tone, and harmony of shape.

To get a true conception of *tone harmony,* we must consider type in a group. Looked at from a distance or with the eye half shut, a group of type presents a certain tint or shade which we call tone. A group of black-face type presents a dark tone, and a group of light-face type a light tone. To secure harmony of tone in the association of type, we must choose those which are of the same tone quality.

By *shape harmony,* we mean a consistency in shape of the materials, in their relation to each other and to the whole. Thus a condensed type does not harmonize in shape with an extended type; neither does an extended type harmonize in shape with an advertisement which is narrow and deep.

In figure 3 we have a group of solid matter that does not harmonize in shape with the space that is allotted to it; therefore, it lacks shape harmony. The machine operator probably set that group of matter along with other advertisements which were being set that width, but it would have been just as easy for him to set it the proper width if the compositor had, after a moment's calculation, marked it on the copy.

Figure 4 is a resetting of this advertisement, in which this fault is corrected by indenting the group of matter considerably. In it are also combined the principles and ideas mentioned throughout this article. Here we find a proper balance between the groups and the centre of balance a little above the centre of the advertisement. Harmony is secured by the use of a single type face, and rules that are agreeable in tone with the tone of the type. Harmony is also evidenced in the proportion to the size of the advertisement, of the individual type, and of the type matter as a whole.

Now that the compositor has become familiar with the requisite principles of typographical arrangement, his next consideration will be the practical application of these principles. It requires no more time for a competent man to set a good advertisement than a careless man to set a poor one; in fact, it often takes less time, for, with the competent man, there is no lost motion. The compositor can apply these simple principles to his everyday work, and increase his own efficiency and the efficiency of his advertisements without the fear of lengthening the time of composition.

In the next number of *Printer and Publisher* we will consider the application of these principles to the advertisement under the heading: "The Practical Application of the Principles Involved."

The I.T.U. Course

The March number of the *Typographical Journal,* the official paper of the International Typographical Union, contains the following:—

"The largest magazine publishing concern in Canada is probably the MacLean Newspapers. There are fifteen of them, and they include trade journals, a financial weekly and a popular magazine. The president of the company, J. B. MacLean, has the reputation among American publishers of being a "live wire" of decided force. Among his "stunts" is a leaflet called MacLean's Weekly, printed for distribution to the company's employes. It is edited by members of the staff. There are selling talks to advertising men and subscription agents, and other features common to house organs of that class. The president of the company usually says something, and in an article reviewing the success of the company at the end of its twenty-fifth year he writes:—

"The mechanical department, while above the average, has not progressed as have other departments. This has not been entirely their fault, for we have a lot of fine men and women. It has been a matter of great disappointment to me that many of them failed to take advantage of the training placed within their reach by the International Typographical Union, in spite of the fact that at one time I offered to pay the expenses. Several men have now begun this course, and in a year hence will be available as instructors. In the meantime we are open for applications from men who have taken this course or have trained under men who had. As we get good men they will be placed in charge of and act as instructors of groups of our old employes. In addition to this about $10,000 of special machinery is going in, some of it being a novelty in Canada.

"In a few months there should be a marked improvement in the quality of work turned out, and ere long we ought to have a mechanical organization second to none. I wish the men in this —and for that matter in all departments—would always keep before them the old trade-unionist motto: "To earn more, learn more."

"From this and other sources we hear that Mr. MacLean has decided to improve the appearance of his publications, and, being a man of experience and foresight, he knows that a knowledge of the principles of the I. T. U. Course would be of great assistance in the composing room. At one time he offered to pay for any scholarship taken by an employe. That did not meet with much response, and now Mr. MacLean advertises in the *Canadian Printer and Publisher* that the minimum scale in his office for I. T. U. students will be $2 a week above the scale. That is not the limit, of course, for we know that the MacLean Company offered a student $8 a week above the scale, but another house bid $12, we understand.

"It is four years this month since the first advertisement of the Course appeared in *The Journal,* and now we have one of the largest publishers in Canada, and one of the most successful anywhere, advertising his belief in its value. It is interesting from the standpoint of unionism to note that four years ago it was the popular belief that labor organizations were opposed to industrial education. Perhaps Mr. MacLean was among those who held that view, or a modification of it. In this year of grace, however, he expresses disappointment that so many compositors failed to take advantage of the 'training placed within their reach by the International Typographical Union.'

"Wherever people are acquainted with Mr. MacLean's action it will be a complete answer to the assertions of the labor-baiters. Nor should we overlook the influence of the kind of publicity Mr. MacLean is making for us. At present, when trade or industrial education is a moot question, it is fair to assume that in his wide range of social and business acquaintances Mr. MacLean has an interesting story to tell about one union man's work in behalf of efficiency. From this the narrator would naturally mention other typographical union features known to him, such as the Home and old-age pensions. Separately these declarations do not amount to much, but taken cumulatively they make what we call "reputation"—in this instance reputation of the right kind—which is as needful and as useful to an organiation as to an individual."

(The $8.00 a week above the scale was offered to a designer of advertisements rather than to a straight compositor.—The Editor.)

Another Cost Congress and Permanent Organization Discussed By Canadian Printers' Cost Commission

THE second Canadian Printers' Cost Convention will meet in Montreal on Thursday and Friday, October 24 and 25, 1912. This decision was reached at a meeting of the Canadian Printers' Cost Commission, held in Ottawa on April 13.

The Canadian Printers' Cost Commission was appointed by the first Eastern Canada cost congress to arrange for another cost congress; also to study the question of permanent organization and present a recommendation at the next congress. The commission is composed of the president, vice-president and secretary of each of the organizations which co-operated in the Eastern Canada cost congress, and such other as they may select to assist them.

The meeting at Ottawa was attended by the following:—Charles S. J. Phillips, J. B. Lapointe and C. H. Tice, representing the Montreal Printers' Board of Trade; C. W. Young and John M. Imrie, representing the Canadian Press Association; F. M. Kimbark and C. B. Ames, representing the Graphic Arts Board of Trade, of Toronto; H. L. Rous, representing the Master Printers' Association, of Toronto; M. Esdale, G. H. Popham, A. Y. Walker and A. N. Payne, representing the Printers' Board of Trade, of Ottawa, and W. McLellan, representing the Winnipeg Printers' Board of Trade and the Winnipeg Typothetae. Officers of the commission were elected as follows:—Chairman, H. L. Rous, Toronto; Vice-Chairman, M. Esdale, Ottawa; Secretary-Treasurer, C. B. Ames, Toronto; Executive Committee, the elected officers and F. M. Kimbark, Toronto; Charles S. J. Phillips, Montreal, and John M. Imrie, Toronto.

The report of registration at the Eastern Canada cost congress showed a total of 323 at that meeting, divided as follows:

Representatives of Canadian printing plants	219
Board of Trade managers and assistants	6
United States printers	8
Representatives of supply houses	90

The 219 representatives of Canadian printing plants were divided among the various cities and classes of plant as follows:

Class of Plant.	No. of Plants.	No. of Representatives.
Toronto job offices	42	93
Montreal job offices	14	14
Hamilton job offices	13	16
Ottawa job offices	9	14
London job offices	7	7
Job offices in other Canadian towns and cities	11	11
Combined weekly newspaper and job plants in villages and towns	43	44
Combined daily newspaper and job plants in small cities	17	20
Total	156	219

It was decided to call the second cost meeting a convention instead of a congress, and to make it a convention of *Canadian* printers rather than of printers in *Eastern Canada* only.

The details and advertising of this convention were left in the hands of the Montreal printers, subject to suggestions by the cost commission. Several suggestions were made at this meeting, among them being these: That the cost of bookbinding and machine composition be discussed; and that a definite hour be fixed for the discussion of questions not covered by the programme.

Permanent Organization.

The major portion of the meeting of the cost commission was taken up with a discussion on permanent organization. The feeling was practically unanimous in favor of some federal organization, which would link together and strengthen locally the local associations of printers now organized in various Canadian cities; organize the trade in other cities; provide cost experts for the installation of cost systems, and give attention to all other matters affecting the craft throughout Canada.

Two plans for the creation of this federal organization were considered, viz: The offer of the United Typothetae of America contained in a letter from President Cushing, published in the January number of *Printer and Publisher;* and the organization of a Canadian association of master printers, with branches in all the principal cities. The cost commission did not reach any decision in the matter, but instructed the executive committee to work out a plan for national or international organization, and present it at another meeting.

Comparison of Cost Under Proposed Plans.

The United Typothetae of America proposal for organization and cost educational work in Canada is, in the essence, as follows:

If a majority of the local associations of master printers throughout Canada will join the United Typothetae of America and become local Typothetae, the parent organization will establish a Canadian office, appoint a secretary-organizer for Canada, and put three cost experts at work installing cost systems in the offices of Canadian members. The members would pay 3-10 of one per cent. of their mechanical pay roll as membership fees, and the United Typothetae of America agrees to spend in Canada at least three-quarters of the income from this source.

The salary and expenses of the cost experts would be divided among the members in whose plants they work. An expert can look after the installation of cost systems in from one to six plants at a time (according to their size), and he would spend five or six weeks on each set of installations.

The membership fees would not cover the cost of maintaining local offices and secretaries such as are now maintained by the Printers' Boards of Trade of Montreal, Toronto, Winnipeg, and other cities. The members of local Typothetae wishing to maintain such offices and secretaries would have to pay a fee for local expenses in addition to the fee of 3-10 of 1 per cent. of their mechanical pay roll.

The cost of membership in a Canadian association of master printers can be estimated only. The minimum cost of maintaining an efficient central office and staff, even on a small scale, would be $6,500, made up as follows:

Salary of Secretary-Organizer	$3,500
Salary of two assistants	1,200
Rent, telephone, etc.	600
Travelling expenses	500
Printing, postage and other expenses	700
Total	$6,500

Assuming for the sake of illustration that the Printers' Boards of Trade and Master Printers' Associations of Ottawa, Hamilton and the four metropolitan cities (Montreal, Toronto, Winnipeg and Vancouver) would unite at once as local neuclei of the national association; and that during the first year a local association was formed in London also; a division of the $6,500 among these seven cities on the purely arbitrary basis of population would result as follows:

Ottawa	$425	Toronto	$1875
Hamilton	425	Winnipeg	700
Montreal	2325	Vancouver	500
London	$250		

These figures do not, of course, cover the cost of maintaining *local* offices and secretaries. Such cost would be *in addition* to the fees for membership in either a national association or the U. T. A. The salary and expenses of the cost experts employed by a Canadian association of master printers would have to be paid by the members in whose plants they installed cost systems, as would be the case in the alternative plan of organization by the U. T. A.

A comparison of these figures with the estimated mechanical pay rolls of the printers in the cities mentioned, who are likely to join the national association during the first year shows clearly that the membership fees of a worth-while Canadian association of master printers would have to be almost double that of the United Typothetae of America, *if the income of the former during its infancy is to be made up of membership fees alone.*

The question arises: How can the United Typothetae of America afford to make the offer it has made if the cost of maintaining a similar central office and staff in connection with a purely Canadian organization for the first year would be almost double the income from membership at U. T. A. rates? The answer is: The U. T. A. is prepared to face a loss on Canadian work during the first few years, knowing that with our rapidly increasing population and the growing appreciation of the value of organization, the tide would soon turn, and the yearly balance sheet show a profit. The U. T. A. can *afford* to take this business-like view of the situation because of its well-filled treasury. A Canadian association of master printers would start with an empty treasury and a debit balance for office equipment and other organization expenses, *unless a few of the many Canadian printers who desire to see a purely Canadian organization established are prepared to underwrite it by subscribing to the organization fund.* With such a fund a Canadian association of master printers would be placed on the same basis as the U. T. A. in so far as cost of membership is concerned. The question then would be: Which of the two organizations would give the better service to Canadian printers?

Annual Meeting of the A.N.P.A.

AT the annual convention of the A. N. P. A. held at the Waldorf-Astoria, New York, during the week of April 22nd, the largest attendance in the history of the organization was recorded. Of the three hundred and twenty-five individual members on the rolls, two hundred and fifty were in attendance at the various sessions.

The Canadian contingent consisted of Arthur Berthiaume and H. A. Robert, of *La Presse,* Montreal; W. S. Marson, *The Star,* Montreal; Senator Jaffray and J. F. Mackay, *The Globe,* Toronto; John Ross Robertson and N. T. Bowman, *The Telegram,* Toronto; J. R. Allen, *The Spectator,* Hamilton, and John M. Imrie, secretary the Canadian Press Association, Toronto.

Marked interest was taken by the convention in the advertising advertising campaign as at present being conducted by the Canadian Press Association. A proposal to inaugurate a similar campaign in the United States was considered, and a special committee was drafted to deal with the matter. On this committee J. F. Mackay, of the Toronto *Globe,* was placed, as being in close touch with the Canadian campaign.

The programme committee presented a list of forty-five topics for discussion, touching on the most important problems that confronted members of the association in the conduct of their business. They covered practically every phase of advertising, operating efficiency, circulation, ethics, paper and labor questions.

The first topic to be brought up was that of the feasibility of appointing a committee to work out a system for all the departments of newspaper production in order to secure a uniform basis of comparison of costs between publishers.

After a general discussion the prevailing opinion seemed to be that the agent should get his commission from the advertiser, based on service rendered.

Three suggestions offered in regard to "readers": 1. Type of advertising to be of different size type than reading matter. 2. To have a black heavy border encircling the advertisement. 3. Or the letters "ADVT" to be at the bottom to distinguish it.

Don Seitz, of the New York *World,* read his report on press agents and on post office matters. Mr. Seitz announced that about 60 per cent. of the press agents had been eliminated during the last year.

Mr. Seitz, in discussing the suggestion of President Taft, Postmaster-General Hitchcock and the Hughes commission, that the reading matter in a periodical should equal the space occupied by advertisements outlined the importance of advertising to a community as a social and economic force, and stated that any other way of looking at advertising was absurd.

Advertising, he was convinced, needed to make no apology for its appearance in newspapers. It performed a vital service and did a significant work.

The question of labor was taken up at the morning and afternoon sessions on the 25th, and after the discussion was over the convention was addressed by James M. Lynch, president of the International Typographical Union.

A most unique banquet was held on the evening of the 25th, when over seven hundred newspapermen were present. At each plate a telephone instrument was placed, and during the evening those present listened to speeches delivered by President Taft from Boston, and Premier Borden from Hot Springs, Virginia, while at intervals entertainers at the local theatres contributed in the same way to the programme. Another feature was a wireless apparatus set in the centre of the hall, at which messages were received from ocean liners during the course of the evening. Among the noted guests present were Thomas A. Edison and Dr. Graham Bell.

The Printer & Publisher

The MacLean Publishing Co., Limited
143-149 University Avenue
Toronto, - Canada

PRESIDENT - - JOHN BAYNE MACLEAN
EDITOR AND MANAGER - - - JOHN M. IMRIE
ASSOCIATE EDITORS: W. A. CRAICK AND J. H. IMRIE

BRANCH OFFICES

MONTREAL, 701-702, EASTERN TOWNSHIP BANK BUILDING - O. S. JOHNSTON
WINNIPEG, 34 ROYAL BANK BUILDING - - - - - L. C. HARKNESS
VANCOUVER, B.C., 18 HARTNEY CHAMBERS - - H. HODGSON
NEW YORK, U.S., 115 BROADWAY - - - - - - R. B. HUESTIS
CHICAGO, ROOM 607 MARQUETTE BUILDING, 140 S. DEARBORN ST. A. H. BYRNE
LONDON, ENGLAND, 88 FLEET STREET, E.C. - - - - - E. J. DODD

THE PRINTER AND PUBLISHER is published on the 30th day of the month preceding that for which the issue is dated. Subscription rates: Canada, one year, $2.00; six months, $1.00. United States, $2.50 a year. Great Britain and Colonies, 8s.6d. Elsewhere, 12s. Contributions are solicited and prompt payment will be made for all accepted matter.

On to Ottawa

THE coming convention of the Canadian Press Association will be one of national importance, and should be truly representative of Canadian journalism.

The work which has been conducted since the last annual meeting has been of benefit to every Canadian newspaper, and has emphasized the possibilities of co-operative action. The counsel of the most able newspaper publishers, business managers and editors in Canada will be needed in determining how much of this work shall be continued and what new work shall be undertaken.

The need of a great convention of the editors of United States is now being urged upon them by Arthur Brisbane and others, but the need of a similar convention of Canadian editors is even greater. The vast opportunities which their work in this formative period of our national life presents to the editors of Canada, and the obligation which therefore rests upon them, makes it most desirable that they should meet frequently to earnestly confer and deliberate upon every detail affecting their high calling, to the end that its opportunities may be more fully realized and its obligations more completely discharged. When and in what way could they meet better than at the time of the annual meeting of the Canadian Press Association,and as a part of that convention? The organization of an editorial section of the Canadian Press Association will be considered at this year's meeting, and editorial topics will be given a prominent place on its programme.

The high cost of producing a newspaper under present conditions increases the importance of a study of efficiency in newspaper production, promotion and general management. The sessions of the Canadian Press Association's annual meetings which are devoted to business topics should be a school of methods, in which the most vital problems of the business department are discussed, and experiences in their solution exchanged. This is the standard set by the programme committee for these sessions of this year's convention. Among the speakers will be Don C. Seitz, of the New York *World;* E. St. Elmo Lewis, of Detroit, and some of the most able newspaper men of Canada.

The opportunities for social intercourse and the cultivation of friendship, which a convention like that of the Canadian Press Association affords, have not been overlooked by the programme committee. There will be an automobile trip, a theatre party, an informal luncheon and an almost equally informal dinner. This in addition to the opportunities afforded by habitation for two days under one roof—and that the roof of one of the finest hotels in Canada. Of educational value also will be the inspection of the Experimental Farm and the trip through one of Ottawa's paper mills.

On to Ottawa, then, ye newspaper publishers, business managers and editors of Canada!

Machine Hour Costs

THE resolution relating to the use of machine hour costs by printing machinery manufacturers, which was adopted by the Eastern Canada Cost Congress, has since been endorsed by the Pacific Coast Cost Congress, the Wisconsin and Northern Michigan Cost Congress, and the Ben Franklin Clubs, of St. Louis, Cincinnati and the State of Wisconsin. Prior to its consideration by the Eastern Canada Cost Congress this resolution was passed by the New England Cost Congress, the Middle Atlantic States Cost Congress, the Graphic Arts Club, of Portland, and the Ben Franklin Clubs, of Chicago and Cleveland.

The significance of this action by five cost congresses, and six State or city organizations of printers should not be overlooked by the machinery supply houses, which continue to use the machine hour costs collected by trade organizations to induce printers to install their machines in order that they may reduce their cost of production and so underbid their competitors.

The argument that a certain machine will reduce the cost of production is quite permissible if sustained by accurate comparative records secured under uniform conditions. But as is pointed out in the resolution referred to, it is impossible to draw fair conclusions from a comparative statement of machine hour costs without complete information as to the conditions and class of product under which the respective costs prevailed.

The argument that by installing a certain machine the printer will be able to underbid all competitors is contrary to the spirit of the day, and should be discarded by every machinery supply house and manufacturer. The practice of giving to the customers the benefit of every reduction in production costs through the installation of specialty and other cost reducing machinery has robbed the progressive

printer of the additional profit that was earned by his progressiveness and established prices for certain classes of work that are ruinous to the printer with average equipment only.

Let the machinery manufacturers and supply houses continue to make improved, and, where possible, cost reduction machinery; let the printers who can, and should, buy it; but let the argument of the former and the purpose of the latter be to increase quality and profits rather than lower selling prices.

The Subscriber in Arrears

IT IS a good point which is made in the article in this number of postal problems, that a subscriber in arrears is practically valueless from an advertiser's standpoint. The tendency in advertising nowadays is not to ask how big a circulation is but what sort of a circulation it is, not to spend money on quantity, so much as on quality. If a publisher can guarantee that every name on his list represents a bona fide paid-in-advance subscriber, it will carry far more weight with an advertiser than were he to show a bigger list and be unable to say that more than a certain proportion of them were paid up. The fact that there are subscribers in arrears implies slip-shod methods of doing business on the part of the publisher or else lack of interest on the part of the subscriber. A man who is not enough interested in a paper to pay for it, isn't the sort of man who will be of much use to an advertiser.

Publishers will talk very largely about the uselessness of a free distribution sheet, pointing out that no one values it because no one pays for it. A paper that has a considerable proportion of its list made up of delinquent subscribers is just about as deserving of censure. At the basis of all sound circulation and all successful advertising, there must be newspaper merit, and the publisher who fails to make his paper of value to his readers, is not going to make much of a fist, either of circulation or of advertising.

Organization and the Labor Question

THE negotiations now on foot between the master printers and daily newspaper publishers in several Canadian cities and their employes emphasize the need of strong national organizations of master printers and daily newspaper publishers respectively; and suggest one feature of the good work such organizations could undertake.

The employes in the printing and allied trades have realized the value of organization much more quickly than their employers. They have their local and national or international unions, and it is collectively, as local units of the latter, rather than individuals, that they conduct negotiations with their employers. These national or international organizations have adopted certain principles of shop practice that are supposed to be a part of all local agreements. Their officers are in close touch with the labor situation in every city, and know what concessions have been obtained by local unions. They know the most effective arguments in favor of other desired concessions and their expert services are available by local unions. The financial support also of the national and international associations is available under certain circumstances.

Why should not the master printers and daily newspaper publishers of Canada be equally well equipped to enter these negotiations? Why should not they negotiate through strong local associations backed by strong national organizations, whose officers are in close touch with labor conditions in every Canadian city? Why should not they formulate principles of shop practice that from the employer's standpoint should form a part of every local agreement? Why should not they prepare a standard form of agreement that, while fair to the employes, would be fair to the employers also? The lack of adequate organization on the part of the employers has made them subject to several unreasonable regulations; as, for example, the requirement for the resetting of matter supplied to Canadian newspapers in matrices—a requirement which the I. T. U. practically admits to be indefensible by its refusal to allow it to go to arbitration with other clauses in local agreements. The policy of *Printer and Publisher* in labor matters is in favor of rather than opposed to the fundamental principles of trade unionism. But these principles are themselves opposed to any attempt to secure unreasonable concessions from employers.

Strong national organizations of master printers and daily newspaper publishers respectively could give attention to the labor question, and would have a tendency to improve relations between the employes and employers to keeping fair and reasonable to both the agreements between them. This attention on behalf of master printers could be given by either of the two types of organization purposed elsewhere in this number. Several members of the Daily Section of the Canadian Press Association have suggested that this body handle the labor question in so far as it concerns Canadian daily newspaper publishers. This suggestion will probably be considered at the coming meeting in Ottawa in June.

The Press and the Titanic

JUDGED as a whole, the Canadian press handled the reporting and publishing of the news about the Titanic disaster, with enterprise and restraint. As subscribers to the various news services they were necessarily bound to use a great deal of the general material which was contributed to the American press as a whole, but the dailies in the larger cities of Eastern Canada were prompt to send their own men to New York to secure those details which would prove of special local interest. For practically a week almost the entire space in these papers was given over to stories of the wreck and their staffs were kept at work day and night.

The story was in itself highly sensational, but it may be said for the majority of the Canadian press that they refrained from emphasizing those fabrications which were the most disgraceful feature of the entire incident. There was a sympathetic desire in almost every instance, not to make the tragedy more awful than the facts warranted, and, when purely imaginative despatches did appear, they slipped through unwittingly or under the influence of a momentary excitement which overthrew the balance of most people. Of course, there were some offenders in Canada, as elsewhere, who sought to make financial gain out of the tragedy.

The Men Behind the Printers' Boards of Trade

This month you are introduced to



ALVIN S. DUNBAR, MANAGER WINNIPEG PRINTERS' BOARD OF TRADE

MR. DUNBAR may be telephoning at the moment you enter his office but never mind, just wait a moment. Interest yourself for the time being in the ingenious device he has attached to his desk phone. It fastens a sounder to his ear and leaves him free to use both hands. Right there, you will note one of the Winnipeg man's outstanding characteristics. He is into his business with all his faculties—not with one hand, but with two. A man like that who has an extra hand on the job every time is bound to make himself felt.

Dunbar is an Indiana man; his birthplace, South Bend. His father was a printer and, when young Alvin grew old enough, he was put to work in the paternal shop. It was a small job plant and the boy didn't land in any bed of roses. He had to go through all the drudgery attendant on initiation into the mysteries of the black art, sweeping out the shop, washing up the forms, etc., etc. When he had learned all he could in South Bend, he migrated to Chicago and ranged around there from shop to shop for some little time, feeding presses for the most part.

Then he branched into a number of different pursuits. He jumped into the selling end of the business and sold various printing and litho lines for a broker. He handled samples on the road for the old Crescent Type Foundry. He worked in the specimen department of the American Type Founders. For a while he took charge of three or four private plants. Finally he got into Donnelley's and was put in charge of composing room costs, a job he held for 3½ years. This gave him the knowledge necessary to qualify as an expert on cost finding.

In 1910, Kansas City picked him as secretary for its Typothetæ Board. He held the post for nine months and then caved in to a severe illness. When he got better, he came to Winnipeg and since September last he has been the confidant of all the leading printers in that flourishing western city. You might think from the foregoing record that Mr. Dunbar was a greybeard, but there you are mistaken. He is still young and vigorous.

Correspondence

The columns of this department are open for the discussion of all subjects related to the printing or publishing business. This is YOUR department and the editors cordially invite you to use it for the expression of your views on matters of interest to the craft. While giving space to the publication of these letters, *Printer and Publisher* of course does not necessarily endorse the opinions expressed.

The Advertising Advertising Campaign Criticized

March 27, 1912.

To the Editor:

After having shared in the experiment of trying (not testing) the scheme of advertising advertising, I have come to the conclusion that, while the principle is sound, the method of publicity adopted and now being tried, will require to be revised before the looked-for results can be obtained.

Objection to the meat contained in the advertisements cannot seriously be taken; it's fine; but in a typographical sense the ads. are a failure from the point of view of the man who is trying to make skill in newspaper typography a factor in producing results for advertisers. The eternal fitness of things seems to have been entirely overlooked in determining display.

The series, as I judge them, have been prepared in the manner that a type supply house would prepare a series of advertisements intended solely for inspection by the eye of the printer; whereas the intention was, or ought to have been, to attract the attention of the sleepy merchant or merchandiser.

Is it reasonable to suppose that an advertisement prepared along lines of absolutely strict adherence to typographical rule—an advertisement that fits a page (not a portion of a page) of *Printer and Publisher* and other like publications can be made effective at top of column, next or following by pure reading on a newspaper page, and occupying only a portion of the page?

The dignified appearance of the series of ads. intended to advertise advertising goes unquestioned. And that, as I figure it out, is their chief fault. A little less of dignity and a little more noise—a little more of the megaphone (not tin horn) effect is wanted, and needed, if we are to continue to advertise advertising with some degree of certainty that we will share in the results that come to the advertiser who advertises pickles at ten cents a quart that are worth anywhere from fifteen to twenty.

The average business man in the average town looks upon advertising in the average newspaper as one of a number of necessary evils. The object of the campaign to advertise advertising was primarily to correct this impression and convince the average business man that upon a foundation of judicious advertising could be built up an achievement permanently worth while.

I don't hesitate to express the personal opinion that the series of ads. designed to promote advertising are likely to be more effective as an ad. for the people who produced the type faces than for the newspapers that are utilizing them with the object of advertising advertising.

My claim is that the ads. look for all the world as if they had been reprinted out of the pages of a type specimen book. They are a nice-looking thing typographically. But how much does the man who never advertises know about typography, its codes, its intricacies, its value, or its significance in ad. display?

The series was conceived with the idea of waking up the dead ones. Frankly, is there one thing about the appearance of the advertisements that would startle a man or firm that doesn't advertise, or doesn't believe in advertising, into thinking that it would be worth while reading them?

If the ads. do not arrest the attention of the men they were intended to reach, what can be said in their favor?

Ask an opinion of the ten-thousand-dollar-a-year experts, who are framing the newspaper (not magazine) publicity campaigns for the manufacturers of automobiles, tooth brushes, clothing, flour, breakfast foods, vacuum cleaners, chewing gum, matches, corsets, etc., and I fancy they'd smile at the first attempt of the Canadian newspapers to profit from the exploitation and sale of a commodity for which we claim so much as a medium for advancing the interests and increasing the profits of others.

I don't want to be misunderstood as criticizing the motive behind the principle of advertising advertising. Both principle and motive are ideal. I merely advance the claim that, after allowing for the fine intelligence which conceived the idea and for the skill displayed in the literary and argumentative features of the ads., there still remains the probability that the first venture, for lack of practice in the past, will serve chiefly to direct attention to the weaknesses of our plan of attack upon a stronghold that is by no means an easy mark.

The general public will read ads. of various kinds—ads. written in certain ways and displayed in certain ways, but the kind that will be read by the man who ought to be an advertiser, but isn't, and will result in appealing responsively to his sense of reasoning, will need to employ more skill than is furnished by a word artist alone and greater—far greater—ingenuity in display than is furnished by a page in a specimen book of type faces.

I may be challenged on account of my point of view, but before your mind is made up that I'm wrong, look again at one of the ads. as it appears in any newspaper—and think it over.

Personally, I have benefited from the venture in advertising advertising. It has added one more to the list of lessons which the printer-publisher has learned lately. With the tools we have in control we have increased the profits, and helped to diminish the costs of others, but for ourselves—the printer-publisher remains the Simple Simon, as usual. But out of this experiment in advertising advertising, will no doubt come reward for the producers of advertising, we purveyors of advertising space. While

we are endeavoring, somewhat blindly, to educate others up to the proper standard of realization of the value of advertising, we will be best repaid if we succeed in absorbing some of the lessons of an adventure in advertising that is only now, we must admit, in an experimental stage.

The printer-publishers of the country look to *Printer and Publisher* to pave the way to a better understanding of ourselves, our shortcomings and our opportunities.

E. B. MACKAY.

News Office, Port Arthur, Ont.

The Side-Line Printer

To the Editor:

I agree with what Mr. Hand said in the March issue of *Printer and Publisher* regarding the side-line printing drummer. I to-day came across a case where a city shop—with printing as a side line—is doing a certain line of printing at starvation prices, and offering it to the farmers throughout the country through the medium of a catalogue.

A word regarding subscription contests. I sometimes think publishers are lowering themselves in the estimation of the general public by seeking to extend the circulation of their publications by means of such contests. Certain it is that thousands of people throughout the country are every year induced, through such contests, to subscribe for papers that they do not really want. Now, we would not have just the highest opinion of a merchant who would endeavor to sell his wares by such means. I am quite well aware, however, that there are "two sides to the story," and I am not writing this because I am sore about some other fellow. I must also plead guilty to running a small contest myself in favor of The *Advertiser* a few years ago.

A word also about sworn circulation statements. Isn't it humiliating to think that advertisers, or at least advertising agencies, place little confidence in circulation statements unless they are sworn to. It seems to me, we publishers should resent the implied imputation and simply not give out sworn statements. Anyone who regards an oath in its true light, as something very solemn, feels the greatest reluctance to use it, except when required by the authorities of our country, or in a court of justice. Cannot some other means be devised to gain the desired end? It should be sufficient if a publisher would have his lists open for inspection at any time.

Think over these things, brethren, and discuss them in our "family journal," *Printer and Publisher,* which is doing a splendid work.

Yours fraternally,

C. W. SCHIERHOLTZ.

Advertiser Office, Elmira, Ont.

Editorial Section of C.P.A. Proposed

To the Editor:

To one who is interested in the success and development of the Canadian Press Association there will come thoughts as to what might be done to give strength and vigor to the venerable organization. I have attended the annual meetings for quite a number of years, and I am, to-day, impressed with the thought that more attention should be given to the literary and editorial side of the press. I am told that in the days when personal journalism was the vogue some lively times were spent in discussing matters having to do with the editorials and news of the journals of this country. To-day, the commercial position is mainly emphasized and quite a few of us, who have not the responsibilities of the commercial and financial sides to press in upon our cares, feel that we are somewhat out in the cold at the gatherings. Although we sometimes do offer opinions, these may not be regarded as absolutely sound in view of a lack of experience.

I write to suggest that we should have either an editorial and news section or that time should be given for the consideration of the problems in the building of a newspaper from the literary standpoint. I am convinced that we have as many problems in this field as are encountered on the commercial side of the paper. If a section were to be created it would give an opportunity for bringing together a larger body of the workers on the press, both managerial, editorial, reportorial and special, and it might have featured with it the presence of that growing body of writers—the ladies—who are pressing into all departments of newspaperdom, and, let me say, greatly to its advantage.

I am only opening up an interesting subject for consideration and action, if deemed wise, at the coming session of the Press Association in Ottawa, where the press windmills can take a fling in the absence of the parliamentary windmills.

I am, yours very sincerely,

J. G. ELLIOTT.

British Whig Office, Kingston, Ont.

Winnipeg Board Activities

The annual banquet of the printers and allied interests of Winnipeg was held at Deer Lodge Park Hotel on Friday, April 19th, 1912, with an attendance of 125. A number of good speeches were listened to, and a very enjoyable evening was spent profitably. At the banquet, a social club for the printers of Winnipeg was instigated, and will soon be worked out in detail. The object of this club is the looking after the social side entirely, picnics, football, baseball, etc.

The estimating classes still continue to be well attended, and there are eight of the members of this class that will take an examination in estimating at the next class meeting, and certificates will be issued to them stating their competency in this line of the printing business, which they can use as they see fit in the future.

John Dixon, late manager of the Winnipeg Printers' Board of Trade, and lately connected with the firm of Dixon & Riley, has severed his connection with that firm, and has accepted a position with the Mortimer Co., of Ottawa.

Seventy-seven per cent. of the printing firms in Winnipeg belong to the Board of Trade, and are working with the board. The balance of the printers here, some for one reason and some for another, have not as yet joined with the board, but we hope that they will shortly see the advantage of affiliation with their fellow printers, and co-operate with them in the upholding of the "Square Leal" for themselves, and their fellow printers.

The time spent on composition is one of the vital factors in the production of effective printed matter at a profit. Intricate designs are expensive to the printer and more often fail of their purpose than the simple ones. If less attention were paid to ornamentation and more to the careful arrangement of the text, much of our printed matter would prove more profitable both to the printer and his customer. The specimens that appear on the following seven pages are offered as suggestions for securing effective results by the simplest means and without loss of time.

COMMITTEE

J. Langford Holmes
Stuart L. Martin
Harold H. Loveridge
Sydney C. Symington
Arthur Dalton
Frank S. Garrett
Rupert W. Arbuthnot
Bruce Rhinde
Charles Manser Wilson
Wm. G. Barton
Leslie Macpherson
Bruce Stafford
G. Wilson McDonald
Robert F. McClelland
Wm. G. Carlyle

HARTFORD GOLF & COUNTRY CLUB

ANNUAL BANQUET

AT
THE CLUB ROOMS
JANUARY TWENTY-ONE
NINETEEN TEN

PRINTER AND PUBLISHER

MENU

CREAM OF TOMATO

QUEEN OLIVES
WAFERS AND SWEET PICKLES

FILLET OF SOIE

VIN BLANC-POMMES CHIPS

ROAST STUFFED YOUNG TURKEY
CRANBERRY SAUCE

GOLDEN WAX BEANS BROWNED
POTATOES

CHIFFONADE SALADE

NEAPOLITAN ICE CREAM

CAFE NOIR

TOASTS

ARTHUR DALTON, Presiding
WM. G. CARLYLE, Toastmaster

THE GOOD OLD CLUB
BRUCE RHINDE

THE PRINCETON TROPHY
G. LANGFORD HOLMES

GOLF & GEESE
GEO. REID

OUR PRESIDENT
W. F. SMITH

THE KING
LESLIE MACPHERSON

God Save the King

ELEVENTH
ANNUAL
BANQUET
of the NEW
HAMPDEN
DEBATING
SOCIETY
MARCH 31,
1912 at the
St. GEORGE
HOTEL



BAL
POUDRÉ
ELMDALE
HOTEL

WEDNESDAY
FEBRUARY FIFTEEN
NINETEEN-TEN



CHARLES F.
FERRAH CO.
take great pleasure
in inviting you to
attend the open-
ing of their new
store at 375 West
Hamilton Street
on Monday,
March the fourth
nineteen hun-
dred and twelve.



PROGRAM

of the

Concert given by the Young Men's Club of St. Andrew's Presbyterian Church

Friday
March 22nd, 1912

PROGRAM

1 Solo..... *Selected*
Mr. Gordon Fraser

2 "Evening Bells"..... *Merwin*
Young Men's Club Quartette

3 Monologue..... *Selected*
Mr. George Foster

4 Violin Solo..... *Selected*
Mr. Herbert Johnson

5 "Summer Days"..... *Hooley*
Mr. Frank Russell

6 Reading..... *Selected*
Mr. George E. Fraser

7 Violin Solo..... *Selected*
Mr. Herbert Johnson

8 "The Merry Rover"... *Cramer*
Young Men's Club Quartette

God Save the King

We take pleasure in announcing that we have moved our plant to our new building, corner of Eleventh Avenue and Fifth Street where we will have better facilities than ever for handling our increasing business.

GORDON W. STAFFORD CO.
HIGH CLASS TAILORS

FRANCIS REID

FRANCIS J. REID

FRANCIS REID
Fashionable Furnishings for Men
375-377 COLLEGE STREET
TORONTO
ONT.

FRANCIS REID

FRANCIS J. REID

FRANCIS REID
Fashionable Furnishings for Men
375-377 COLLEGE STREET
TORONTO
ONT.

PHONE, COL. 4424

ESTABLISHED 1885

FRANCIS REID
Fashionable Furnishings for Men
375-377 COLLEGE STREET
TORONTO
ONT.

REVIEW *of* SPECIMENS

J. L. BROWN, Toronto, Ont.—Your samples of printing are, on the whole, very pleasing, and show the appropriate use of some distinctive papers. In point of typographical merit the invitation of the Young Men's Bible Class is undoubtedly the best. One or two specimens are open to criticism in the arranging of the type matter. The mind is influenced by the form of the type matter before a word of the text is read. Therefore, the most effective arrangement of type is that which assumes a definite, simple form.



Calendar from Southam Press, Ltd., Toronto

In this respect the cover of the programme of the Leaders' Corps (fig. 1) might have been improved. As shown by fig. 2, the formation of the type matter of this page is weak and ungainly, and, therefore, its value and effectiveness are greatly lessened. Fig. 4 is offered as a suggestion for the rearrangement of this matter. Here the type matter assumes a more pleasing and appreciable form. Even though the type used is considerably smaller and of a lighter tone than that of the original, it seems to stand out more prominently. This is partly due to the contrast between the small grey mass of type and the great amount of white space that surrounds it. Fig. 3 gives a more definite idea of the pleasing formation of this page of type.

The most noticeable failing, however, is not that the type is poorly arranged, but that the important point is hardly noticeable, while the less important ones are given emphasis. It is necessary to read almost to the bottom of the page before one notices the insignificant word that explains the meaning of the folder. In fig. 4 the most important point is given greatest emphasis, and being at the top of the page it properly explains the matter that follows on. The date is another important point, and although it is set in small type its isolation brings it into prominence. Fig. 4 also shows the use of an appropriate and suggestive type founders' ornament, but if it were necessary to use the monogram of the original this ornament could easily be replaced by it.

The Photo Print Shop, Port Dover, Ont.—The two banquet programmes submitted are very creditable examples of printing. The best of the two is the Board of Trade programme, which is printed in dark blue on white bristol board; the front page being embossed. The cut of the pig on the Pig and Whistle programme is very appropriate, while the inside matter is well arranged and displayed. However, the silver ink on the brown stock, making it difficult to read the type, it would have been better to use either black ink, or a lighter stock and a dark ink. This would secure a good contrast between type and stock.

The Leader-Mail Press, Granby, Que.—The folder for The Laurentian Lodge is very pleasing in arrangement and general appearance, while the color combination is also good. The only thing worthy of criticism is in the presswork, where part of the tint form is not printing very well.

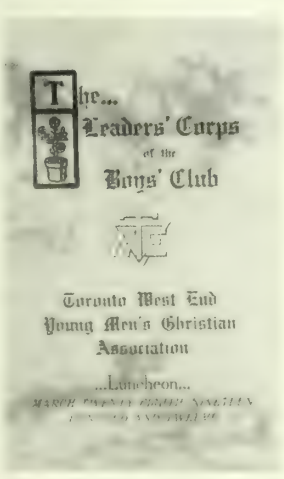


Fig. 1.



Fig. 2.



Fig. 3.

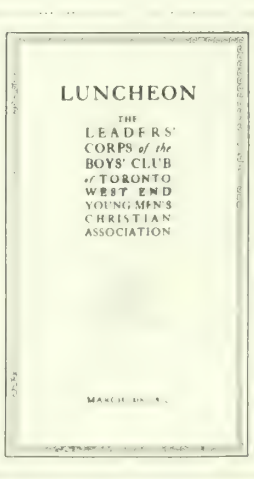


Fig. 4.



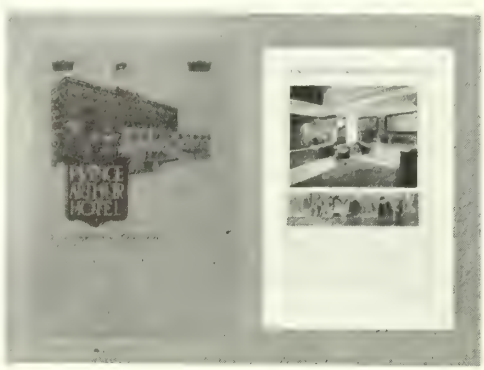
Booklet pages from a couple of handsomely printed booklets by Grip Limited, Toronto

E. C. Payne, Claresholm, Alta.—Your samples of printing are very creditable, the two best being your firm's letterhead and envelope corner. The envelopes for the Glengarry Ranch would have been improved had the type been of a heavier face and printed in a darker ink.

Robert Jarvis, Wiarton, Ont.—The title page of the Auditor's Report is the most pleasing and best arranged specimen from your package. The only improvement would be to use a slightly heavier rule for the inner panel. The other specimens are very well gotten up, especially the ticket of the Firemen's Ball and the wedding invitation.

The Walker Press, Paris, Ont.—The Annual Report recently printed by this firm for Penman's, Ltd., is a very distinctive and dignified piece of printing. The cover is a heavy grey stock, with the design printed in black and red, and embossed. The stock for the inside pages is a lighter grey and lighter weight, but of the same texture as the cover stock. The composition throughout is good and the presswork excellent. The whole is bound together with a grey silk cord. For the purpose of mailing, a special envelope has been used, which is of the same stock as the cover. The envelope bears the monogram of Penman's, Ltd., printed in red and embossed.

The Welland (Ont.) *Telegraph*.—The catalogue of beds recently printed by you is a very creditable piece of work in composition, make-up and presswork. The cover is very appropriate and suggestive, as are also the zinc etchings at the bottom of each page. The only improvement on the catalogue would be the placing of these etchings at the top, instead of the bottom of the page.



From a booklet by Grip Limited, Toronto

Southam Press, Limited, Toronto.—A very attractive and appropriate calendar of Easter greetings was issued last month by this firm. Near the top is the picture of a woodland nymph scattering spring blossoms. The picture is entitled "Spring," and is reproduced from a water color by the three-color process. The balance of the calendar is hand lettered and printed in true Easter colors—pale green and mauve. The calendar is printed on coated stock, roughed, and tipped on to a heavy grey-green mount, which is hung by a mauve silk cord. It is reproduced herewith.

The Powassan (Ont.) *News*.—The blotter you submitted would be improved somewhat if it appeared less crowded. The panels at top and bottom are confusing, and it would have been well to omit them. As the cut has no direct bearing on the subject it would have been well to have left it out also. This would permit the judicious distribution of the goodly amount of white space that your blotter seems to need.

Grip, Limited, Toronto.—Perhaps the most sumptuous assortment of samples submitted to this department during the past month is that of the booklets and advertising literature produced by this firm. It is quite apparent that while the more important features of each individual booklet has been given careful attention, the smaller details have not been overlooked. They display quite a variety of style in design and make-up, each separate style being appropriate to the subject at hand. Their typography is noticeably subdued in treatment and carefully arranged, while the presswork is uniformly excellent.

The booklet entitled "The Highlands" possesses exceptional merit, both from artistic and commercial points of view. The cover is composed of a double fold of heavy green-grey stock, and displays a pleasing and attractive design worked out in two colors—deep green and silver—and embossed. The end leaves are of the same kind of stock as the cover, but of a lighter weight, and the scenes that appear on them are printed in green-grey ink. The title and text pages are printed in pale green and black on a white coated stock that has afterwards been roughed. The two-color marginal etchings and running heads that appear throughout the booklet not only serve

the purpose of illustration, but add greatly to the interest of the pages. A special envelope has been provided which is of the same stock as the end leaves. The design of the envelope is printed in red and green. The title and one of the text pages is here reproduced.

Another equally attractive and elaborately designed booklet is entitled "Prince Arthur Hotel." The cover is a heavy green-grey stock, and bears an attractive design that shows the approach to the hotel, printed in three colors—brown, green and violet, and is embossed. There are end leaves of green-grey stock a little lighter weight than cover, on which are printed in grey two notable scenes of that vicinity. The inside pages are attractively designed and profusely illustrated with two-tone engravings and wash drawings, which are printed in buff and deep brown. The cover and one inside page are here reproduced.

The "Briar Hill Park" booklet has received an entirely different treatment, but is equally attractive. The cover is a medium tone brown stock with the striking design printed in deep green and buff. The inside pages are on India tint dull coated stock that lends to the many illustrations a richness and depth of tone unattainable by the use of any other kind of stock. The illustrations and type matter are printed with a deep photo brown, while the tint block design that sets off each page is printed in buff. Two of the inside pages are here reproduced.

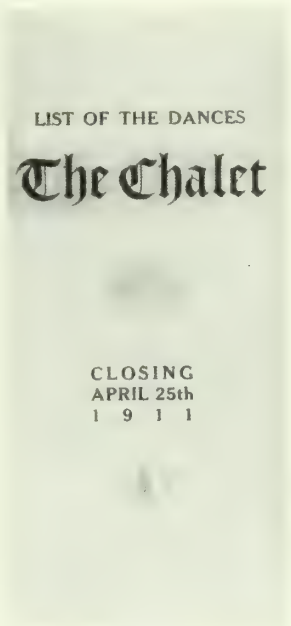
"Braeside Park" is another of the many distinctive booklets in this package. The cover is a heavy brown stock with a pleasing design printed in pale blue and deep brown. The end leaves are a crash finish India tint stock, with the design printed in pale green. The inside pages are attractively designed and profusely illustrated with half-tone engravings, and are printed in pale green and deep brown on an India tint coated stock that has bee roughed. In the centre of the booklet is a four-page sperad on which appears a bird's eye view of the property being exploited. The whole is bound together with a brown silk cord.



Toronto

Letterhead by Ernest E. Adams, Toronto

R. G. McLean, Toronto, Ont. — Your folder of Easter Greetings is very attractive, and possesses many novel features in design and folding. A plate finish onyx paper has been used, and has been so folded that all the printed matter is on one side of the sheet. The cover design is printed in four colors—blue, mauve, green and silver; the inside page designs in pale green and mauve, while a mauve silk ribbon ties the whole together. The folder is enclosed in a special envelope of the same stock, the design of which is printed in green and purple.



Page from Fred Doig, St. John, N.B.

Ernest E. Adams (with Brown-Searle Printing Co.) Toronto.—Your evident liking for unusual decorative effects has produced many novel and interesting arrangements among the samples submitted. The envelope enclosures are distinctive and at the same time subdued in treatment, and evidence good judgment in the use of colors. The statements are equally attractive, while the letterhead is especially pleasing. It is reproduced herewith. The original was on pale blue stock, the type in deep blue, the cross rules and background of monogram in light green tint, and the inside of the initials, "B. S.," in silver.

Fred. Doig, St. John, N. B.—Your package of samples shows many interesting treatments of commercial and general work. The dance programme is especially pleasing in arrangement and in the use of color. The front page is here reproduced, the original being printed in brown and grey on an India tint coated stock. The folder of Christmas Greetings has also received the same careful attention; a novel feature being the manner in which it is folded.

Will You Send Us Some Samples of Your Work?



Will you co-operate with the editors in their effort to make the monthly review of current typography of intense practical value by sending some of your work for inclusion in it? The review will be an impartial one and the criticisms offered will be constructive.



Postal Questions in Canada Requiring Settlement

A CONSIDERABLE proportion of the time of every convention of the Canadian Press Association is taken up with a discussion of postal matters and, with the perfected executive organization of the present year, it is quite likely that several of the questions affecting the relation of the press to the post office will be brought up for definite settlement. The Association is now in a position to carry out expeditiously and accurately the decisions of its conventions, and for this reason anything that may be decided upon at the approaching meeting will have to be carried through to the end.

A problem which concerns almost every publisher in Canada is that of the dollar daily. It will be recalled that at last year's convention a resolution was put through and a special committee appointed to deal with the subject. The Eastern Press Association, consisting of the Maritime Province dailies, had petitioned the postmaster-general to take steps to put an end to the grievance and the C. P. A. resolution was intended to back up the action taken by the eastern publishers. The resolution in its amended form reads as follows:—

> That this Association cordially approves of the principle of the petition submitted by the Eastern Press Association to the effect that the newspaper postage rate of a quarter-cent per pound should not apply to daily newspapers circulated at abnormally low rates through the mails, and that this association appoint a committee forthwith to confer with other press associations in Canada and to draw up and present to the Postmaster-General a memorial recommending a revision in that direction of the existing postal regulations regarding newspaper postage.

A committee, consisting of W. M. Southam, Ottawa *Citizen;* J. E. Atkinson, Toronto *Star,* and W. J. Taylor, Woodstock *Sentinel-Review,* was appointed pursuant to the terms of this resolution. So far as can be ascertained, the committee has taken no action up to the present time. There is still an interval during which something may be done, but at any rate the coming meeting will be in a position to take up the matter and adopt adequate means to bring the question vigorously to the attention of the post office department.

There is no hostility intended towards the publishers of the dollar dailies who would probably welcome regulations which would put an end to the anomaly. But it is eminently unfair that a paper which sells at from three to six dollars in the place of publication should be virtually given away elsewhere. Such papers place themselves in the class of advertising sheets, against which all reputable publications have long been fighting. In all fairness it should be required of them that they sell subscriptions at a reasonable rate in order to enjoy second-class privileges. This is all that is asked.

A second question which may possibly receive attention at the approaching convention has to do with expired subscriptions. Under present conditions a publisher can continue to send his paper to people who are an unlimited number of years in arrears. There is no restriction whatever as to the time within which subscriptions may be paid. The reason why such so-called subscribers are not cut off is that every one of them helps to increase the total of circulation and in the opinion of the publisher assists him to hold his advertising patronage. He reasons that it is better for him to continue to send his paper without pay than to run the risk of losing advertising.

In the United States there is a postal regulation covering this point, which prevents a publisher from retaining overdue subscribers on his list. It reads as follows:—

> A reasonable time will be allowed publishers to secure renewals of subscriptions, but unless subscriptions are expressly renewed after the term for which they are paid, within the following periods:
>
> Dailies, within three months.
> Tri-weeklies, within six months.
> Semi-weeklies, within nine months.
> Weeklies, within one year.
> Semi-monthlies, within three months.
> Monthlies, within four months,
> Bi-monthlies, within six months,
> Quarterlies, within six months,
>
> they shall not be counted in the legitimate list of subscribers, and copies mailed on account thereof shall not be accepted for mailing at the second-class postage rate of one cent a pound, but may be mailed at the transient second-class postage rate of one cent for each four ounces or fraction thereof, prepaid by stamps affixed. The right of a publisher to extend credit for subscriptions to his publication is not denied or questioned, but his compliance or non-compliance with this regulation will be taken into consideration in determining whether the publication is entitled to transmission at the second-class postage rates.

It is a debatable question as to just how far Canadians should go in this particular. It would naturally be preferable if publishers could be induced to adopt some policy of action on their own initiative rather than invoke the aid of the law. An educative campaign might do some good, for after all it is largely a case of education. It is poor business policy, despite the supposed advertising benefit, to give away subscriptions to people who for the most part will never pay for them. But, unless the policy is generally observed, it will not work out fairly to all, and that is just where a governmental regulation would be of advantage.

Those who hold the idea that a subscription list, of which a considerable percentage are practically deadheads, is going to impress advertisers, have something yet to learn. The man who does not think a paper worth paying for, is hardly likely to be a profitable patron of advertising firms. Advertisers know this, and they think far more of a circulation, no matter how small, which represents dollars and cents value for every name upon it, than for one in which they are aware a great many names represent nothing but overdue subscriptions. This is an excellent reason for a publisher to clean up his list and have his circulation absolutely bona fide and fully paid up. Advertising is becoming more and more scientific every year; hit-and-miss methods are being obliterated and the advertiser is demanding the best possible service that can be rendered. It will pay the publisher to observe this and, whether a pastal enactment is required or not, to put his list in good shape.

A third postal problem or reform concerns the transmission of newspapers to subscribers in the United States. At present it is the common practice to forward all American subscriptions to the border by express, and then distribute them by mail to their destinations. Owing to delays, especially at seasons

when the express companies are overburdened with matter, some publishers would advocate that the bundle of papers be sent by mail to the United States post office of distribution. If a satisfactory arrangement could be made with the post office to render this service instead of the express companies, it is believed that the handling of the papers would be more expeditiously and cheaply accomplished than under the existing system.

The publishers of trade newspapers and magazines will probably introduce a resolution covering the delivery of their papers in the city of publication at the second class rate. It is generally known that the post office will not deliver a publication through the mails in the city in which it is published, unless prepaid at a higher rate. That is to say, a Toronto paper will be delivered in Montreal, but not in Toronto, and vice versa. It is thought by some that this is an unfair condition, and that the post office should be willing to remedy it. The circulation of trade papers and magazines is limited and, unlike the daily papers, it is not largely concentrated in the place of publication, but is spread evenly all over the country. For this reason there should be little objection to granting them postal privileges such as seem to be desired.

Annual Meeting Institute of Journalists

HARRY BRAGG, of the *Canadian Municipal Journal* (Montreal), was elected chairman of the Canadian Division Institute of Journalists at the annual meeting of that body held in Montreal, April 20. Other officers elected were:—1st vice-chairman, Fred Cook, *London Times* representative, Ottawa; 2nd vice-chairman, A. Mousseau, *La Patrie,* Montreal; hon. treasurer, Miss M. Meldrum, *The Gazette,* Montreal; hon. sect'y, W. M. Stuart, *Herald,* Montreal; members of committee (with power to increase their number to 30), A. K. Crowe, Montreal *Standard;* P. D. Ross, Ottawa *Journal;* J. J. Gallagher, Acton Pub. Co., Limited, Montreal and Toronto; C. D. Smith, *News-Advertiser,* Vancouver; J. Castell Hopkins, F.S.S., author Canadian Annual Review, Toronto; Dr. Atherton, Montreal; L. Larivee, *Le Canada,* Montreal; H. Williams, *Gazette,* Montreal; Jas. Muir, Ottawa *Journal;* H. Button, Cassell & Co., Toronto; Fred. Yorston, *Standard,* Montreal; Miss R. Roberts, Montreal *Gazette;* John Nelson, Vancouver *News-Advertiser;* E. G. Davies, *Herald,* Fort William; J. J. Larkin, Ottawa *Journal;* Rev. Canon Chambers, Montreal *Standard;* H. N. Moore, Fort William *Herald;* Geo. Macdonald, Roy Carmichael, Montreal *Witness;* Mrs. Andrews, Montreal *Standard;* C. T. Cullinan ,Montreal *Herald.*

The chairman's report showed that there were now over 200 members in the Canadian division, 112 new names having been added to the roll since April 6 last year, when the Canadian Division of the Institute was officially formed. The treasurer's report showed a good financial standing.

A resolution of sympathy on the death of W. T. Stead, a distinguished fellow-member, who perished on the Titanic, was passed, and a copy will be sent to the acting editor of the *Review of Reviews,* for transmission to the relatives of the late English journalist.

A special committee was fomerd to look into the feasibility of arranging for a weekly luncheon or some other means of bringing the members together more frequently and will report later.

Programme of Dallas Convention

ON THE evening of May 16, a special train bearing the Canadian delegation to the annual convention of the associated advertising clubs of America at Dallas, Texas, will leave the Union Station, Toronto. It is expected that at least one hundred representative members of the ad. clubs of Quebec, Montreal, Ottawa, Toronto, Hamilton and other cities will be aboard, while efforts are being made to have the British delegation of about seventy-five travel by the same route. The return journey will be made by regular trains, those who come home at the conclusion of the convention reaching Toronto about May 25, and those who take in the post-convention excursion, about the end of the month. Everything gives promise of rendering the trip most enjoyable and beneficial.

The programme has been definitely drafted. On Sunday, May 19, there will be services in the forenoon at the Dallas churches at which prominent delegates will deliver lay sermons. Among the speakers will be J. A. Macdonald, of the Toronto *Globe.* In the afternoon a union meeting will take place in the Dallas Opera House, which will be of a semi-religious character. A similar meeting at which "The Get-together Spirit" will be invoked follows in the evening.

Monday, May 20.—Opening session at the Opera House, addresses of welcome, officers' reports and papers on "Advertising and Distribution" and "Organization Needs of Retail Advertising," followed by thirty minutes' discussion. At 11.30 an automobile ride through interesting sections of the city, and luncheon at the Golf Club. An afternoon session follows at 2 o'clock and gridiron dinner at the Columbia Club at 5.30. At the evening session "Municipal, State and Sectional Advertising" will be discussed by qualified speakers.

Tuesday, May 21.—Departmental sessions, devoted to general advertisers, retail advertisers, general agents, newspapers, magazines and class publications, take place in the forenoon. At the afternoon session a summing-up of the departmental meetings will be made. In the evening the president will hold a formal reception at the Fair Park Coliseum.

Wednesday, May 22.—This day will be devoted to a visit to Fort Worth, leaving Dallas at nine o'clock.

Thursday, May 23.—Committees will report at the morning session. Election of officers and selection of the next convention city will take place in the afternoon following at 5.30 by a "Cattalo Barbecue,," at Fair Park.

Friday, Saturday, Sunday and Monday will be spent in a "circle tour of the state," taking in Waco, San Antonio, Galveston and Houston.

The Canadian delegation are going to Dallas with the determination of securing next year's convention for Toronto.

NEWS *of* PRESS ASSOCIATION WORK

The 54th annual meeting of the Canadian Press Association will be held in the Chateau Laurier, Ottawa, on Thursday and Friday, June 6 and 7, 1912.

The programme of the convention is not yet complete, but it will provide for the discussion of vital problems in every department of newspaper work. Editorial problems will receive special attention and will be discussed by some of the foremost editors in Canada at editorial sessions of the Daily and Weekly Sections respectively and at the General Association meeting. Indeed the Executive Committee, realizing that Editorial problems should receive more serious consideration at the Annual Meetings than has been customary in recent years, will ask the convention in Ottawa to decide whether the time has arrived when the Daily and Weekly Sections should be divided into sub-sections dealing with Editorial and business matters respectively; or whether the same object would be accomplished more effectively by devoting one session of each Section's meetings and a portion of the General Association meeting to the discussion of editorial problems.

Through the generous co-operation of the Minister of Agriculture, the Mayor and Council of Ottawa, the Ottawa publishers and other Ottawa citizens, an excellent programme of entertainment will add much to the enjoyment of this Convention. The two days will be divided between business and pleasure as follows:

THURSDAY JUNE 6

9.00 a.m. — Executive Commiitee Meeting
9.45 a.m. — Convention opened by address of welcome by Mayor Hopewell on behalf of the City of Ottawa.
10.00 a.m. — General Association Meeting: Presidents address, reports of Executive Committee, Secretary, Treasurer, Recognition Committee, and Committee on Post Office Matters, nomination of officers, addresses and discussion of general interest.
1.30 p.m. — Visit to Paper Mills of E. B. Eddy Co., Limited
3.30 p.m. — Section Meetings—Business topics.
7.00 p.m. — Banquet (informal dress) tendered by City of Ottawa.

FRIDAY JUNE 7

9.30 a.m. — Section meetings—Editorial topics.
12 noon — Automobile trip around Ottawa and environs, tendered by Ottawa Valley Motor League.
1.30 p.m. — Luncheon at experimental Farm, tendered by Hon. Martin Burrell, Minister of Agriculture; followed by trip around farm.
3.30 p.m. — General Association Meeting; election of officers.
7.30 p.m. — Meeting of new Executive Committee.
8.15 p.m. — Entertainment at Dominion Theatre.

The ladies who accompany members to Ottawa will unite with them in the Automobile trip, the Luncheon at Experimental Farm and the Theatre Party on June 7. They will be well entertained during the business sessions of the Convention also.

This Convention should be the *largest* in the history of the Canadian Press Association. Many in Eastern Ontario and Quebec and some in the Maritime Provinces also who have been unable to attend many of the Annual Meetings in Toronto are planning to take advantage of the selection of a more Easterly city for this year's meeting and attend it. The Eastern Townships Press Association will attend in a body, the members having decided to take this trip instead of their customary summer excursion. The attendance of members in Toronto and Western Ontario will be facilitated through the courtesy of the Canadian Pacific Railway in providing transportation from Toronto to Ottawa and return to Toronto for all members who can join a party leaving Toronto on the evening of June 5 and returning, leaving Ottawa on the evening of June 7. The Press of Western Canada also will be represented.

St. Lawrence River Press Association Organized

The two Brockville newspapers and others published in the Ontario counties on the north shore of the St. Lawrence River are installing cost systems, as a result of a district cost conference, held in Brockville on April 12. This conference was the twenty-eighth in the series now being held throughout Ontario under the auspices of the Canadian Press Association, and was attended by the following:—W. J. Moore, Brockville *Recorder;* A. T. Wilgress and W. R. Scace, Brockville *Times;* Geo. Mason and Jos. Knight, Prescott *Journal;* B. G. Chapman, North Augusta *Citizen;* F. B. Barkley, Prescott *Messenger;* W. W. Walker, Perth *Courier;* C. W. Young, Cornwall *Freeholder;* L. E. Murphy, Morrisburg *Leader;* R. S. Pelton, Iroquois *News;* F. L. Newman, Jackson Press, Kingston, and John M. Imrie, secretary Canadian Press Association.

Mr. Imrie emphasized the need of a cost system in the combined newspaper and job office, and gave an exposition of the Canadian Press Association cost system, which was prepared for this class of plant particularly. His talk was followed by a discussion on the cost of producing job work and advertising space. Then it was decided to perpetuate the good work of the conference by organizing the St. Lawrence River Press Association, composed of the printers and publishers in Frontenac, Leeds, Grenville, Dundas, Stormont and Glengarry counties. The following officers were elected:—President, A. T. Wilgress; Vice-President, R. S. Pelton; Secretary-Treasurer, W. J. Moore; Executive Committee, the elected officers and C. W. Young, F. L. Newman and F. B. Barkley.

Lake Shore Publishers Meet

Various newspaper problems ranging from journalistic ethics to cost of production were discussed at a meeting of the Lake Shore Press Association, held in Oshawa, Ont., on Friday, April 19. This meeting was the third in the association's short history, and was attended by the folowing:—Allen Gillies, Lindsay *Warder;* Geo. H. Wilson, Lindsay *Post;* S. Farmer, Port Perry *Star;* Isaac Wilson, Cobourg *Sentinel-Star;* T. B. Lapp, Cobourg *World;* C. A. Goodfellow, Whitby *Gazette-Chronicle;* G. W. James, Bowmanville *Statesman;* John Murkar, Pickering *News;* C. T. Lapp, Brighton *Ensign;* J. B. Robson, Lindsay *Warder;* W. W. Purser, Port Hope *Times;* W. J. Watson, Oshawa *Vindicator;* C. M. Mundy and A. S. McLeese, Oshawa *Reformer,* and John M. Imrie, secretary Canadian Press Association.

C. T. Lapp spoke on "How to Deal with the Customer," and said every publisher should understand the principles of good salesmanship. A. S. McLeese spoke on "Ethics of Journalism," and urged his fellow publishers to always remember the obligation to be accurate, fair and honest in their newspaper reports and editorials that rests on them. Several good suggestions were made by S. Farmer in a talk on "Standardizing a Country Office." W. J. Watson reviewed the developments in rural journalism during the past 35 years, and gave many personal reminiscences of his experience in newspaper work.

A round table conference on job work estimating was a most interesting feature of the meeting. Mr. Gillies presented the prices for job work that had been adopted by the Mid-Ontario Counties Press Association, and suggested their adoption by the Lake Shore Press Association. Mr. Imrie reported progress on the average cost price list now being prepared by the Canadian Press Association, and said it would be published in booklet form before June 1. Until its publication it was decided to use the Mid-Ontario price list.

The next meeting of the Lake Shore Press Association will be a union one with the Mid-Ontario Counties Association, and will be held in Peterboro in June.

Model Rate Card for Small Dailies

AFTER consultation with the Canadian Association of Advertising Agencies at a meeting in Ottawa, on April 16, a standard form of rate card for Class "C" (small) daily newspapers has been prepared by the committee appointed for this purpose at the meeting of Class "C" publishers, held in Toronto on March 28. The form adopted is as follows:

THE PLAINDEALER,
Fairville, Ont.

SWORN CIRCULATION—Daily .....Weekly.....
SIZE OF PAPER, etc.—Paper set in 8 pt.; 7 columns to page; columns 20 inches long, 13 ems. wide; number of pages: daily, 8-16; weekly, 8-20. We can (cannot) use mats.
SUBSCRIPTION RATES: Daily, $....; Weekly, $.....

DISPLAY CONTRACTS—PLATE MATTER.

Alongside reading matter; space to be used at option of advertiser within one year; agate measurement, 14 lines to inch.

	Daily.	Weekly.
1 inch and over	.....	.....
100 inches and over	.....	.....
400 inches and over	.....	.....
700 inches and over	.....	.....
1000 inches and over	.....	.....

Contracts for daily may be run in weekly pro rata.
COMPOSITION—Display matter requiring to be set, 3 cents per inch per insertion.
READING MATTER—Three times display plate matter rates.
SCHOOLS AND COLLEGES—Other than business colleges, 25 per cent. discount.

SPECIAL POSITIONS.

1. Isolated position, apart from all advertising, 33 1-3 per cent.
2. Top of page and alongside reading matter, or following at least 4 inches alongside reading matter, 25 per cent. extra.
3. Top of page, but not necessarily adjoining reading matter, 15 per cent.

SPECIAL ADVERTISING.

Annual statements of banks and other financial corporations, whether having ordinary contracts or not, .. cents per inch.
Prospectus, promotion, mining and real estate advertising, .. cents per inch.
Political and election advertising, .. cents per inch.

The standard rate card will consist of four pages, each 3½ inches by 6 inches, making the size of the card when open 6 inches by 7 inches. The name of the paper, place of publication, circulation (sworn advisable, subscription rates, advertising rates and rates for special positions and special advertising will be printed on the two inside pages. The outside pages will contain information of a general character only—such as the publisher's own advertising. Heavy bond or ledger paper rather than cardboard should be used for the cards that are supplied to advertising agencies.

The committee in charge of the standard form of rate card is preparing a schedule of suggested rates for Class "C" dailies of various circulations. The sec-

retary of the Canadian Press Association is now securing data for the use of the committee in this feature of its work. The schedule will be completed by the committee at a meeting on the morning of May 2, and considered at a meeting of Class "C" publishers to be held on the afternoon of the same day.

New Agreement Between Daily Newspapers and Recognised Advertising Agencies

THE agreement that has been in force for several years between over 50 daily newspapers and certain recognized advertising agencies is to be replaced by one, which in shorter form and more simple language, will standardize and safeguard the relations between the two classes of signatories.

A tentative form of agreement along these lines was adopted at a joint meeting of representatives of the recognition committee of the Canadian Press Association and the Canadian Association of Advertising Agencies, held in Ottawa on April 16. It is as follows:

1. The publisher agrees to allow no commission, discount, or rebate of any kind, from his published rate card, to any person, firm, or corporation in Canada, except advertising agencies recognized by the Recognition Committee of the Canadian Press Association who have signed this agreement, and except:—

(a) The following list of direct advertisers (follow with list).

(b) That each publisher may maintain one special representative (and no more) in each city of 300,000 population, or over, who may be paid salary or commission as desired. But two or more publishers in any city shall not maintain the same special representative. No special representative shall be the employee of, or have any connection, financial or otherwise, with any recognized advertising agency. Notification of appointments of special representatives shall be made by publishers to the secretary of the Canadian Press Association, and to the secretary of the Canadian Association of Advertising Agencies. But no such appointment shall be made of any special representative after he has applied for recognition as an advertising agent. A special representative shall handle no advertising other than for the newspapers of which he is duly appointed representative, and he shall not quote below the card rates of such newspapers.

2. No advertising agency shall be allowed commission on advertising originating in Canada, or paid for in Canada, which will include advertising of foreign concerns incorporated under the provincial and federal laws of Canada, until they sign this agreement.

3. The publisher agrees to give no preferential treatment to any advertiser or advertising agency in regard to commissions, discounts, rebates, position, or conditions of contract; and under all conditions whatsoever, to short rate any advertiser or advertising agency which shall not complete its contract, collecting for the actual space used according to his rate card.

4. The publisher agrees to send to advertising agencies, by registered mail, notification of any change in rates or terms at least three months in advance of same coming into effect.

5. The advertising agency agrees to quote each paper separately to advertisers, and at the rates and on the conditions given in the publishers' rate card.

6. The advertising agency agrees to allow no commissions, discount, or rebate from the publisher's rate card to any advertiser.

7. And to pay the publisher at his card rates, less uniform agency commission and cash discount (where the latter prevails).

8. The above shall apply to "general" advertising only. Under this agreement "general" advertising means advertising being placed in three or more cities at the same time. No commission, rebate or discount shall be paid on "local" commercial advertising. Under this agreement bank advertising is considered local advertising, but subject to the usual agency commission.

9. Reports as to infractions of these regulations shall be made:

(a) By newspapers, to the secretary of the Canadian Press Association.

(b) By advertising agencies, to the secretary of the Canadian Association of Advertising Agents. And shall be dealt with jointly by the Recognition Committee of the Canadian Press Association and the Canadian Association of Advertising Agents.

10. Signatures shall be filed with the secretary of the Canadian Press Association, the secretary of the Canadian Association of Advertising Agencies, and each advertising agency signing the agreement. Any signatory may withdraw at any time on giving written notice.

Copies of this proposed form of agreement have been sent by the Canadian Press Association to every daily newspaper in Canada with a request for suggestions for its improvement. The final form will be prepared in the light of these suggestions.

Free Publicity Requests

The Free Publicity Bulletins issued by the Canadian Press Association give convincing evidence of the enormity of the nuisance which they are designed to abate. The last bulletin issued on April 22, reported over 60 recent requests for free publicity. The requests were made by the following:—Board of Trade, Weyburn, Sask.; *Canadian Home Journal,* Toronto; Canadian Highway Association, New Westminster, B. C.; Edmanson, Bates & Co., Toronto; Charles F. Roland, Industrial Commissioner, Winnipeg; Quebec Steamship Company, Quebec; Board of Trade, Moose Jaw, Sask.; Cockshutt Plow Co., Brantford, Ont.; Thousand Island Steamboat Co., Kingston, Ont.; *Canadian Farm,* Toronto; Methodist Book & Publishing House, Toronto; Canadian Credit Men's Association, Ltd., Toronto; Berliner Gramaphone Co., Montreal! Metal Shingle & Siding Co., Preston; Secretary Ontario Motor League, Toronto; Securities Corporation of Canada, Ltd., Toronto; Industrial Commissioner, Port Arthur, Ont.; Superintendent of Annuities, Ottawa; Franklin Automobile Co., Syracuse, N. Y.; White & Wyckoff Manufacturing Co., Holyoke, Mass.; St. Luke's Hospital School of Nursing, Cleveland, Ohio; H. B. Willson Co., Patent Attorneys, Washington, D. C.; Hotel Victoria, New York; The Prang Co., New York; International Harvester Co., Chicago; Hamburg-American Line, New York; Laundrymen's National Association; Carter Medicine Co.; Union Pacific Railroad Co., Omaha, Neb., office; Union Pacific Railroad Co., Toronto office; Scott & Bowne, Bloomfield, N. J.; Charles Scribners' Sons, New York; The Macmillan Co., New York; The Cunard Co., New York; Thomas B. Jeffery Co., Kenosha, Wis. (Rambler cars); Lozier Motor Co., Detroit; Stevens-Duryea Co., Chicopee Falls, Mass.; Methuen & Co., Ltd., London, Eng.; John Duxbury, Manchester, Eng.; John Hatton, Grand Pump Room, Bath, Eng.; McNeil Medicine Co., Franklin Centre, Que.; Scientific American, New York; A. McKim, Ltd., Montreal, for Oxo Co.; Williams Piano Co., Chase & Sanborn, Bank of British North America, Robert Reford Co., and Tudhope Motor Car Co.; Central Press Agency, Toronto, for May Manton Pattern Co.; J. J. Gibbons, Ltd., Toronto, for Lee Manufacturing Co.; McConnell & Fergusson, London, for Gramm Motor Truck Co.; J. Walter Thompson Co., Detroit, for Ford Motor Co.; Lewis A. Edy Advertising Agency, for Western Clock Mfg. Co. (Big Ben Alarm Clocks); Merrill Advertising Agency, Inc., New York; Albert Frank & Co., New York, for Red Star Line, North German Lloyd Co. and White Star

Line; Amsterdam Advertising Agency, for Hotel Clarendon, Florida; Lord & Thomas, Chicago, for Moon Motor Car Co. and J. I. Case Thresher Machine Co.; Walter B. Snow, "Publicity Engineer," Boston, for Terry Steam Turbine Co.; Charles H. Fuller Co., Detroit office, for Stroh Brewery Co.; Chas. H. Fuller Co., Toledo office, for R.-C.-H. Corporation; Hilton G. Gilmore, "Newspaper Correspondent," *Press Agent,* P. O. Box 267, Battle Creek, Mich., for Postum Cereal Co., Ltd.; Grant S. Bennett, "Press Correspondent," Battle Creek, Mich., for Postum Cereal Co.; Henry D. Byrne, New York, for National Vocation Bureau and Manhattan Single Tax Club.

Another Advertising Agency Recognised

The recognition committee of the Canadian Press Association has granted recognition to Reynolds & Fraser, of Vancouver, B. C. There are now 20 recognized Canadian advertising agencies, viz.:—Canadian Advertising Co., Montreal; Central Press Agency, Limited, Toronto; Desbarats Advertising Agency, Montreal; Gagnier Advertising Agency, Toronto; J. J. Gibbons, Limited, Toronto; McConnell & Fergusson, London; A. McKim, Limited, Montreal; I. G. Stewart (Imperial Pub. o., Halifax; Woods-Norris Co., Limited, Toronto; Press Agency, Limited, Toronto; McPherson-McCurdy Co., Limited, Winnipeg; Financial Advertising Agency, Montreal; F. Albany Rowlatt, Toronto; Dominion Advertising Agency, Toronto; Baker Advertising Agency, Winnipeg; Cattanach Advertising Agency, Winnipeg; The J. S. Robertson Co., Toronto; J. Walter Thompson Co., Limited, Toronto; Noble Advertising Agency, Limited, Vancouver; Reynolds & Fraser, Vancouver.

SPECIAL REPRESENTATIVES.

The recognition committee has made the following ruling: "No newspaper which is co-operating with the recognition committee of the Canadian Press Association shall have more than one special representative in the same city."

COMMISSIONS TO RECOGNIZED AGENCIES ONLY.

The card agreement to allow commissions to such Canadian advertising agencies only as are recognized by the Canadian Press Association has been signed by 58 daily newspapers, 173 weekly newspapers and 17 trade newspapers—a total of 248 newspapers.

Monthly Magazine Section

A twenty-page magazine section appeared on April 13th, as a supplement to the Halifax *Herald,* St. John *Telegraph,* Montreal *Gazette,* Toronto *Star Weekly,* Hamilton *Spectator,* London *Free Press,* Winnipeg *Telegram* and Vancouver *Province.* The publishers are the Canada Story Press, Limited, Traders Bank Building, Toronto, and it is their intention to produce the magazine on the second Saturday of each month. It is understood that this Canadian Supplement is an off-shoot of the Monthly Magazine Section for Sunday newspapers published by the Abbott E. Briggs Company, New York and Chicago, and while it will contain some Canadian material, will be made up principally of the contents of the American publication.

Union Wage Scale Adjustments

THE newspaper scale at Winnipeg, which is a flat one, is now $25 for day work, eight hours, and $28 for night work, seven and one-half hours. This is an advance of $1 over last year. The union desired to secure a contract for two or three years, but this was not considered advisable by the employers; hence the contract is only for one year.

The job and day newspaper agreement in Montreal expires in June and the typographical union's scale committee has about completed its work. A considerable advance will be asked.

The scale of wages of the Quebec typographical union has been increased this season as a result of an agreement made in 1910. This agreement was for four years and wages were to be raised every two years. In 1910 the wages were $12. This was increased that year to $13. This year it goes to $15. Foremen receive $18 and machine men $17.

The Edmonton typographical union enters into negotiations with the employing printers for a new agreement on May 1.

The daily newspaper publishers of Hamilton are negotiating a new agreement to replace the one expiring on May 1.

The St. John typographical union has appointed a committee to take up the matter of forming a scale for apprentices in accordance with the laws of the I. T. U. The committee is to place the question before the employers.

The National Printing Trades Council of Toronto, including the Toronto Printing Pressmen's Union No. 10, the Toronto Press Assistants' Union No. 1, and the Toronto Bookbinders' Union No. 1 has signed a five years' agreement with the Master Printers and Bookbinders' Association, whereby a new scale of wages goes into effect on June 1. The current rate of wages for a standard week's work for pressmen is to be: For the first year, $19; for the next two, $20; and for the fourth and fifth years of the term of agreement, $21. For press assistants or feeders the rate for these respective periods is to be: $12.70, $13.35 and $14; and for bookbinders, $17.50, $18 and $18.50. The present scale gives the three classes of workmen respectively $18.50, $12.25 and $17. The old agreement, which expires on June 1, was with the International Union, but the bodies entering into the new arrangement are those which withdrew from the International and federated with the National Printing Trades Council of Toronto, which is affiliated with the Canadian Federation of Labor. The old agreement was followed closely by both parties, and no trouble arose during the five years' period.

In Vancouver, B. C., a new agreement has gone into effect with the *Daily Province* and the *News-Advertiser* which provides for $33 a week for night work and $30 for day work; seven and one-half hours constituting a working day. This is the scale that has been paid by the *Daily World.* The agreement with that paper, however, provides that at the expiration of the contract, which has still two years to run, seven hours will constitute a day's work. The agreement with the two first named papers is for three years, dated back to January 1, with back pay. It is an increase of one dollar a week for day work and two dollars for night work.

NEWS ITEMS

MARITIME.

R. M. Joy, who was on the staff of the St. John Telegraph, has joined the writing staff of the Montreal Herald.

Leslie Banks, foreman in the office of the Bridgetown Monitor, has joined the staff of the New Glasgow News.

F. M. Micklewright, recently with the McAlpine Publishing Co., Halifax, has become manager of the Bridgetown Monitor.

The Carleton Sentinel, of Woodstock, is conducting a prize circulation contest. The St. John Standard is also conducting one.

W. B. Mooney, at one time foreman of the Halifax Echo's mechanical department and a native of the city, died at Syracuse, New York, last month.

W. B. Foster, formerly editor of the Lunenburg News, has accepted the position of advertising manager of the Saturday Press of Saskatoon, Sask.

George M. McDade, formerly editor of the North Shore Leader, Newcastle, is planning on leaving New Brunswick before long, and going west to enter journalism there.

G. I. Brooks, who in addition to the management of a tonsorial business, has been serving in the capacity of editor of the Bear River News, has sold out his barbering business and will remove to Boston.

The Pioneer Publishing Company, Summerside, P.E.I., have added a new newspaper press and folder, capable of producing 2,600 papers an hour, to their plant and have enlarged The Pioneer and the Island Farmer.

The Halifax Chronicle has been holding a prize contest in which the entries have been eggs. For the best dozen eggs it offered a prize of $5.00. At the conclusion of the contest the eggs were divided between two charitable institutions.

R. E. Walker, editor of the St. John Standard, and F. McM. Corr of the writing staff of the Evening Times, were in Ottawa last month with a local amateur company, aiding in the presentation of "The Servant in the House" in the Earl Grey trophy competition.

J. Bapst Cronin, who has been with the printing office of George Knodell, Church Street, St. John, left this week for Calgary, Alta., where he will follow the same business. Before leaving, about sixty of his friends tendered him a complimentary banquet in Bond's, and presented to him a valuable solid leather travelling bag with fittings.

About twenty-five representatives of Upper Canadian and American newspapers came to St. John last month intending to pass through to Halifax to cover an end of the Titanic story for their papers. Some of them continued to Halifax but most turned back, on learning that the Carpathia was proceeding to New York.

George Maxwell, a printer in the office of the St. John Standard, was a candidate for the office of commissioner in the recent election in which he was defeated, although considering the forces against him he polled an encouraging vote. He represented the Independent Labor party, being opposed as a labor candidate by Walter Allingham. Herbert B. Schofield, manager of the Schofield Paper Co., polled a large vote, leading the polls, and is expected to win the final elections for the office of commissioner.

QUEBEC.

F. C. Bliss, recently of the Witness news room staff, has taken charge of the new job plant of the Verdun Echo.

Geo. Legge, of the Granby Leader-Mail, was in Toronto recently and purchased one of the monolines which was advertised in Printer and Publisher.

The Publishers' Press is now being wound up. The application for closing was filed in December last, following an action against Max Epstein, the managing director.

A. K. Crowe, of the Montreal Standard, has resigned to handle a new weekly publication, of which H. Bragg, of the Municipal Journal, will be advertising manager.

As evidence of the fact that country publishers are coming into their own through the persistent cost education it is worthy of note that A. E. Chagon, of the Journal de Waterloo, has bought an automobile.

L'Echo de Granby and the Granby Echo have both suspended publication. The French edition existed for about two years while the English edition, which failed to enlist the support of local advertisers, dropped out at the end of two months.

W. M. Stuart, former telegraph editor of the Montreal Witness, and more recently on the staff of the Herald, has joined the Standard, and will take A. K. Crowe's position as assistant managing editor.

L. J. Tarte, proprietor of La Patrie, has entered an action against La Nationaliste, a Sunday journal, which accused Mr. Tarte of running his paper for business reasons. The plaintiff states that such an accusation makes him out to be a shopkeeper and an illiterate man.

Louis Letourneau, M.P.P., for Quebec East, won his case against the Quebec Chronicle and L'Evenement for libel. He claimed $50.000 from each paper for the publication of the affidavit given by Rene Leduc, former candidate in Quebec East against Sir Wilfrid Laurier, in which Leduc pretended that Latourneau had induced him to retire by a bribe. Latourneau was awarded $1,000 damages against each paper.

ONTARIO.

J. F. Mackay, business manager of the Toronto Globe, leaves on May 1st for a trip to the Pacific Coast.

The Napanee Express is conducting a subscription getting contest, offering as first prize a grand piano.

The Bowmanville Statesman has just installed a new Whitlock press in its plant. The office is now run by electric power.

J. W. Kedwell, former editor of the Petrolea Topic, has sold out his poultry farm at Petrolea, and is moving to Regina, Sask.

W. R. Givens, editor of the Kingston Standard, has been spending a lengthy vacation in Bermuda. He is expected home early in May.

P. D. Ross, editor of the Ottawa Journal, addressed the Ministerial Association of Ottawa at its annual dinner on "The Ethics of Journalism."

John A. McKay, publisher of the Windsor Record, has left for a trip to Prince Rupert, B.C., and will be away from home until about June 1st.

G. A. Lacey, proprietor of the Hillsburg Beaver, died on April 12, in his eighty-first year. He was one of the oldest residents of Hillsburg.

The members of the Press Gallery in the Ontario Legislature were entertained to dinner at the National Club by W. K. McNaught, M.P.P., on March 30.

S. Stephenson, proprietor of the Chatham Planet, purposes taking a canoe trip from Winnipeg through the lakes and up the Saskatchewan River in May.

Mr. and Mrs. W. R. Davis, of Mitchell, the former for 52 years editor and publisher of the Mitchell Advocate, on March 29 celebrated their golden wedding.

A. T. Mitchell, proprietor of the Haldimand Banner, of Caledonia, has sold out, and is leaving about May 1 to take a position with a printing firm in Yorkton, Sask.

F. X. Chauvin, latterly of Ottawa, but at one time founder of Le Courier, a French paper at Windsor, has been appointed inspector of schools for the province of Saskatchewan.

W. R. Fawcett, editor of the Thornbury Herald-Reflector, is offering a prize each month to the local public school pupils for the correct answer to a question appearing in the paper.

A. G. McDonald, who for the past several years has been city editor of the Woodstock Express, has resigned his position to take the city editorship of the Brandon Daily Times.

A public meeting for the purpose of discussing clean journalism was held in the First Church of Christ, Scientist, in Toronto, on April 12. Mr. J. E. Atkinson, of the Star, was chairman.

The St. Thomas Journal is threatened with a libel suit by Assessment Commissioner Freek, as the result of a statement published dealing with the comparative values of two properties.

The Kenora Examiner has recently changed hands, and is now owned by a stock company and managed by J. H. Scriven, lately of Vancouver. The paper has been enlarged and improved.

Wm. Lowery, formerly editor and proprietor of the Petrolea Topic, has become associated with A. W. Ellis in the ownership of the Petrolea Advertiser, the business to be conducted as the Advertiser Printing Co.

H. R. Clissold, of Chicago, who set type with Dr. C. T. Campbell and the late John Cameron, at London, many years ago, recently published the 25th anniversary edition of his trade paper, the Baker's Helper.

George O'Neill has severed his connection with the Arnprior Chronicle and joined the outside service of the Ottawa Journal, with headquarters at Renfrew. He will look after the Journal's interests in the Upper Ottawa Valley.

A loss of about $1,200 was sustained by the Galt Evening Reformer, and the plant will be indefinitely closed owing to the havoc caused by the Grand River flood. For the present the Reformer is being printed on the Reporter presses.

The death occurred on August 24 of T. A. Bellamy, editor and proprietor of the Ingersoll Sun. The deceased was born near Alliston, in 1852. In 1885 he joined the staff of the Dufferin Advertiser, of Orangeville, and in 1886 bought the Ingersoll Sun.

John E. Wodell, editor of the Hamilton Spectator, has gone to Lethbridge, to assume the management of the Lethbridge News. He is succeeded on the Spectator by Wm. Mullis, a graduate of the Times. J. A. McKenty is the new city editor of the "Spec."

After being editor of the Listowel Standard for 34 years, A. St. George Hawkins finds it necessary to devote his time to his Governmental duties as emigration inspector, and has severed his connection with that paper. He is succeeded by V. C. and B. L. H. Bamford, Listowel men.

A writ has been issued against the Herald Printing Company, Hamilton, by Miss Jeannette Lewis, claiming $10,000 damages for alleged libel. The libel is said to have been contained in an editorial referring to the plaintiff's dealings with the funds collected by her for the sick children's hospital.

The Gore Bay Recorder, of which F. W. Major is editor and proprietor, has published an exceedingly creditable souvenir number dealing with the history, resources and progress of Manitoulin Island. The issue consisted of twelve pages, full newspaper size, printed on coated stock and well illustrated. Much of the reading matter was of interest even to people outside the Island.

The Canadian Commercial Traveler and Railway News, of which L. H. Dingman, of St. Thomas, is publisher, appeared on April 10 in an improved and enlarged form. The first number of the new series was characterized by attractive typography and a plentiful supply of articles and news regarding travelling men and railways.

Ivan S. Macdonald, founder and editor of Construction, died on April 9 of pneumonia. He began his journalistic career as editor of the Western Builder, Milwaukee. Five years ago he joined the staff of Saturday Night, later becoming real estate editor of the World. Owing to illness he resigned his position as editor of Construction four months ago.

James H. Little has sold the Owen Sound Advertiser to Harold R. Moffat, D. R. Dobie and Percy Smithson, who took possession on April 1st. Mr. Little ran the paper for almost thirty years. He was born in Toronto in 1842, and came to Owen Sound when ten years of age. He passed his apprenticeship in the old Times office. Mr. Little started the Advertiser in 1862, in partnership with C. J. Pratt. In 1870 he took over the sole ownership.

MANITOBA.

Bulman Bros., Winnipeg, have just installed a new Harris offset press and automatic feeder.

A. G. Donald has joined the editorial staff of the Brandon Times. He was formerly city editor of the Woodstock Sentinel Review.

Neufeld and Reimer have disposed of their printing business in Altona to P. H. Dueck. The firm of Neufeld and Reimer has been dissolved.

Winnipeg newspapers were held up on April 4 by a strike of stereotypers. The strike lasted seventy-five minutes, when the men went back to work with the two dollars extra a week demanded by them.

SASKATCHEWAN.

T. W. Sheffield, formerly industrial commissioner of Regina, and now managing editor of the Dominion of Bristol, England, is at present in Canada.

It is reported that E. S. Zing, publisher of the Rocanville Record, has sold out to G. E. Jenkins, who has been in charge of the paper since it started last September.

ALBERTA.

News comes from Coleman that the Miner has been revived in that town.

Blairmore is again the home of a paper called the Bulletin, published by R. L. Norman, of the Pincher Creek Echo.

Dayton R. Ware, formerly proprietor of the Medicine Hat Times, has been appointed Collector of Customs at that centre.

The citizens of Winnifred, Alberta, expect to have a printing office in operation in that growing town shortly. At present the Record is printed in Medicine Hat.

The Redcliff Review has come to light again and is being published weekly by W. H. Hatcher, formerly of Minneapolis, Minn. The size of the paper has been increased.

Each of the Medicine Hat newspapers contributed $250 towards the city's industrial expansion fund, which, through private subscription throughout the city, amounts to $25,000.

Byron W. Bellamy, of the Medicine Hat News, has returned to that city after spending three months' vacation in Manitoba and Ontario. He was accompanied by Mrs. Bellamy and children.

BRITISH COLUMBIA.

The Port Alberni News has added a monoline and a cylinder press to its equipment.

It is reported that the town of Coalmont is to have a paper called the Courier, edited by Ed. N. Clark.

W. P. Irving, formerly manager of the Vancouver branch of Bradstreet's, has joined the staff of the Sun.

The Reporter, New Michel, has been removed to new premises, and additional machinery and type added to the equipment.

Although established less than three months, the Sun, the new morning paper in Vancouver, is now clearing operating expenses.

The Alberni Advocate is the name of a neatly printed, newsy paper just started at Alberni (old town). J. F. Bledsoe is editor and manager.

Oscar Rosen, of New York, representing R. Hoe & Co., printing press manufacturers, left Vancouver on the Makura on a tour around the world in the interests of his firm.

The Cleland-Dibble Engraving Company is the name of a new concern that has opened for business in Vancouver. Both the partners are well known business men of that city.

The Vancouver World had a special edition for the Vancouver Horse Show, which elicited many compliments. The full page design was the work of Mr. Palmer, their own cartoonist.

The Coquitlam Star is preparing for the publication of a Special Progress Number, the issue to run 12,000 copies. It will have a front cover in colors, and will be profusely illustrated with half-tones.

W. H. Bohannan, an American newspaperman, will start a newspaper at Chase. This is a sawmill town in the interior between Revelstoke and Kamloops, and south of the C.P.R. The paper will be called the Chase News.

The item appearing last month to the effect that the Nanaimo Herald had been purchased by Mrs. Croft, sister of the Hon. James Dunsmuir, was incorrect. The purchaser was J. S. H. Matson, of Victoria. A new and modern building is to be erected for the paper on the main street of the coal city.

South Vancouver is to have a paper all its own. Local men have financed the proposition, which will be intended primarily to advertise that section of the lower mainland. George M. Murray, formerly of Toronto, will edit the sheet. H. Stein, of the Saturday Sunset, has left to go on the South Vancouver paper.

Two Vancouver newspapermen died very suddenly. One was Denis C. Hampson, who was for a time on the News-Advertiser editorial staff, and later connected with the New Westminster News. He came to Vancouver from Seattle. Deceased was a native of England, and in early life was a member of the English bar. Arthur M. Burns, a resident of Vancouver for many years, was known throughout Canada. He started on the Toronto News in 1886, and later was sporting editor of the Montreal Herald. Going to Ottawa he was night editor of the Citizen, and did service in the press gallery in the Dominion House. In 1899 he became city editor and editorial writer on the Vancouver Province. Later he went to San Francisco, where he was on the Chronicle, and subsequently became part owner and editor of the Herald, published at Hilo, Hawaiian Islands. He was again with the Chronicle before returning to Vancouver, about a year ago. When the Sun started, he became telegraph editor on that paper. He is a son of Principal Burns, of the Normal School, who at one time was located at Port Hope, Toronto, Montreal, Brampton, St. Catharines and Ottawa, before coming to the Pacific Coast.

School of Journalism Opens in Fall

It is announced that the Pulitzer School of Journalism, which has been established by the executors of the late Joseph Pulitzer, will open in New York on September 25. As the building for the school will not be completed before the fall of 1913, the course will be held in various buildings of Columbia University. Owing to the small accommodation it will be necessary to limit the number of students the first year. The curriculum is designed to give students a sound general education as well as specialized technical training. The course will extend over four years and the degree of B. Lit. (bachelor of literature) will be conferred on graduates.

TRADE NOTES

The Union Card & Paper Co., 45 Beekman St., New York, is now distributing to the trade handsome sample books of Pilot Bond, showing all weights and colors, with specimens of printing and lithographing.

The Balkan Star, Toronto, has just installed an American Model 9, four-decker Linotype with which to publish the first Bulgarian newspaper in Canada. From this one machine the paper will be set in 8, 10 and 12 point, and will have a variety of eight different faces, all of which will be available without change.

PERSONAL APPEARANCE COUNTS.

Herbert E. Vreeland, who rose in a short time from a section hand of the Long Island Railroad to the presidency of the surface railways in New York City, in the course of an address on how to attain success, said: "If you have $25 and want a job, it is better to spend $20 for a suit of clothes, $4 for shoes, and the rest for a shave, a hair-cut and a clean collar, and walk to the place, than go with the money in the pockets of a dingy suit." Clothes do not make the man, but good clothes have got many a man a good job. The importance of good clothes as an indication of character, and as an aid to success is discussed by Dr. Orison Swett Marden in an article on "The Value of Personal Appearance," which appears in MacLean's Magazine for April, a copy of which may be had from The MacLean Publishing Co., University Ave., Toronto.

MILLER TRUCK INSTALLATIONS.

Many Canadian printers have recently installed Miller Incline Trucks. Among the Canadian users of this handy piece of equipment are: Canadian Government Printing Bureau, Milln-Bingham Printing Co., Toronto; T. Eaton & Co., Ltd., Toronto; Copp-Clarke Co., Toronto; J. R. Booth, Ottawa; Dodd, Simpson Press, Montreal; Modern Printing Co., Montreal; Gazette Printing Co., Montreal; R. G. McLean, Toronto; E. B. Eddy Co., Hull.

JOHN MARTIN PAPER CO., LTD., ESTABLISH BRANCH OFFICE.

John Martin, of the John Martin Paper Co., Ltd., recently returned to Winnipeg after an extended trip to the paper mills of Eastern Canada. One object of the trip was to secure additional stock for this company's Calgary branch, which was opened last month.

APPRECIATION OF MILLER & RICHARD'S COST EDUCATIONAL WORK.

J. H. L. Patterson, manager of the Toronto office of Miller & Richard, has shown Printer and Publisher a letter from R. T. Porte, secretary of the Ben Franklin Club of Cincinnati, in which he refers to the "Why is a printer like an oyster?" hanger issued by this firm, as follows: "Your hanger is very interesting, and I am glad to note the active part you are taking in the co-operation idea."

EFFICIENCY IN THE JOB PRESS ROOM.

"Manufacturing Efficiency" is the title of an interesting booklet issued recently by the Golding Mfg. Co. of Franklin, Mass. This booklet tells by statement and letters from users, how the Golding Jobbers tend to increase efficiency in the job press room. Copy of the booklet will be sent to any printer asking for it.

LINOTYPE BULLETIN.

Since the first of the year The Linotype Bulletin, the monthly house organ of the Mergenthaler Linotype Company, has been appearing in enlarged and improved form. It is carefully compiled and edited, and every issue contains much valuable information of interest to Linotype owners, prospective purchasers, operators, and machinists. It consists of 16 pages and cover of the standard size of most of the trade journals. Both the inside pages and the cover are in colors, and every line, including rules, dashes, and borders, is produced on the Linotype and printed direct from the slugs. The April issue is particularly noteworthy, having an embossed cover in blue and gold. Taken as a whole, it forms an excellent specimen of high grade Linotype composition, admirably displaying the capacity and versatility of the machine. As it is "sent free to any printer anywhere," anyone interested in modern composing room methods can benefit himself by having his name placed on the mailing list. One hundred and twenty-five combinations are shown in a supplement to the "One-line specimens of Linotype faces," which was issued by the Mergenthaler Linotype Co. in August, 1910. Many of the series which were not complete in the original edition have had the lacking sizes added, so that in almost every instance the face can now be had in the entire range of series.

NEW CATALOGUE.

The Hamilton Mfg. Co. have just issued a catalogue of their new line of Printers' Steel Furniture—a very attractive catalogue—not only because of the showing of furniture newly designed to meet modern conditions, but also because of its pleasing typographical appearance. Nearly one hundred new pieces of composing room equipment are shown, most illustrations being in the natural color.

This catalogue is indeed a splendid evidence of the progressiveness of the Hamilton Mfg. Co., as well as a substantial assurance of their desire to keep pace with the development of the printing industry by producing for printers the class of equipment, both in design, as well as materials, that is best suited to their needs and makes possible the greatest efficiency.

Hamilton Printing Office Furniture has become standard throughout the world in the past thirty years. The principal reason for this lies in the quality of their products. They have always maintained a high standard of workmanship, material, and, of still greater importance, utility. Printers have always been able to feel that in installing Hamilton goods they were not only getting furniture that would return the investment many times over because of their long life, but also yield big dividends on the purchase price every year because of the carefulness with which every time-saving feature had been worked out in advance by the Hamilton Mfg. Co.'s corps of printing office efficiency engineers.

For the manufacture of Steel Furniture the Hamilton Mfg. Co. have designed and built massive buildings which have been equipped with special metal working machinery of great strength and capable of economically producing printers' furniture of all kinds from steel.

We are informed that any responsible printer may have a catalogue for the asking. The main office and works are at Two Rivers, Wis., and the Eastern warehouse and office are at Rahway, N.J.

MANN OFFSETT PRESS STANDS THE TEST.

The recent International Exhibition at Turin was most effective in placing before the Continental Government printing departments the excellence of the offset method of printing. The impression created was so great that elaborate and lengthy trials have since been made, with various makes of rotary offset machines, by at least three large Government departments, the results of which are that there will be remarkable changes in the present methods of printing. At the present time the bank notes of the Austro-Hungarian Bank, Vienna, are printed in rainbow tints by a combination of letterpress and copperplate printing methods. The director of the printing department of this bank has decided to replace this combination by the offset method. He has expressed his opinion that the quality of the work by that method is unique; he has been highly satisfied with the excellent results obtained, and has remarked that he believes the offset method will place unsurmountable difficulties in the way of forgery. In consequence of these experiments, and in accordance with the intention of superseding the combination of letterpress and copperplate printing, the bank recently installed two makes of rotary offset machines on approval, and after the most exhaustive tests, the accepted machine was that made by Messrs. George Mann & Co., Ltd., and an order was given for six more.

Messrs. George Mann & Co., Ltd., have recently opened up a branch in New York, and already two rotary offsets (quad demy and quad crown) have been successfully installed across the Atlantic, and many more orders are in hand for that part of the world where it is but seldom a British firm can successfully compete with our Yankee friends.

A PLATEN PRESS THAT IS MAKING GOOD.

Although quite recently placed on the market, the Haddon Safety Platen Press is already meeting with a great demand. The reason for this is probably due to the fact that it is specially constructed for the production of first-class printing at a high rate of speed. A distinctive feature of this machine is the movable, make-ready plate, which enables the pressman to make ready in the best possible light while the press is being otherwise prepared for the job by cheaper labor. Another advantage of the movable plate is that one job may be removed from the press before completion to permit the running of a rush job, and again replaced without loss of time or necessity of a new

make-ready. The sole Canadian agent for this machine is the Anglo-Canadian Type & Printing Machinery Co., Limited, 124 York Street, Toronto, Ont.

THE ALL-STEEL GALLEY.

The advantages of all-steel galleys do not seem to be as fully known and appreciated by printers as their merit warrants. Their value lies in their great solidity and strength, and in the fact that they will not warp. Stephenson, Blake & Co., Toronto, are manufacturing an all-steel galley which they claim is practically indestructible, will not warp, is of light weight, easy to handle and more economical than the usual style of galley. The bottoms are made from high-grade cold-rolled steel, with a smooth surface. The rolled cold steel angle sides are fixed with great accuracy by steel rivets. The whole is treated with a special non-corrosive coating to prevent rusting. A line to the Toronto office, 122 Bay Street, will bring full information and quotations.

MONOTYPE EXHIBIT.

A unique and successful exhibition at the Northwestern Electric Show, held in Minneapolis, March 16 to 23, was that of the Farnum Printing & Stationery Co. They showed a line of desks and office equipment, together with samples of unusually high-grade printing product, but the portion of their exhibit which attracted the most attention was a complete Monotype plant, transported bodily from their Monotype department downtown to the Armory, and operated by their own employes. This Monotype equipment attracted attention of many visiting printers, and all were interested in the operation of this wonderful mechanism.

While the Monotype Company were not directly interested in this exhibit, they are naturally proud of the fact that this machine, which is at least eight years old, was producing work which was beyond criticism. Some discriminating printers tested the product from every standpoint, and were surprised that a machine which has been in use every day, and often nights, for that length of time, could be capable of doing such high-grade work.

NEW OFFICE OPENED.

On April 1st, the Latham Machinery Co.'s New York office was moved to 124 to 132 White St., New York, four blocks above their old headquarters at No. 8 Reade St. Their new location is right opposite the "Tombs".

The New York office has been at 8 Reade Street, for twelve years, and their volume of business in spite of the fact that most of their shipments of machines are made from the Chicago factory, has demanded that they move to larger and better quarters. In their new location they have three times as much space as formerly, and are carrying from three to five duplicates of each style machine they manufacture, in order to give quick delivery to printers and bookbinders in the eastern territory. In addition to this, they carry 15,000 lbs. of various sizes of wire, and all sizes of standard and special loose leaf punches for their multiplex punch, duplex and bench punching machines.

They have a splendid show room, which does justice to all of their machines, and they will be glad to have their friends in the trade pay them a visit at any time now that they are well established in their new quarters.

This move is one of a series of many changes, which have taken place in the Latham Machinery Co. within the past year.



REDINGTON COUNTERS
ALWAYS RELIABLE

Will save you money by your knowing the exact output of your presses, folding machines or any automatic or other machine where a correct count is required. Price $6.00

Carried in stock by all branches

TORONTO TYPE FOUNDRY CO., LIMITED

The BOOKCRAFTERS



BOOKBINDING SUPPLIES and OUTFIT, $4.85



262 WASHINGTON STREET, BOSTON, MASS.

Buntin Gillies & Co. Limited

B & G & Co.

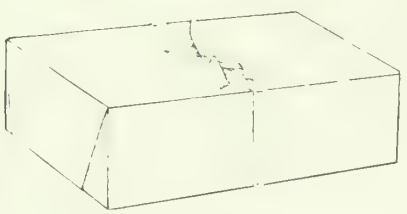
Wedding Stationery

Put up in cabinets of 50 sheets, with 50 inside and 50 outside envelopes to match. An extensive range of sizes and qualities in stock.

You will find our Wedding Stationery will suit the taste of the most fastidious of June brides.

Sampled most attractively in a loose-leaf sample book in the offices of our printer customers. Revised annually. For numbers, sizes and prices see Printers' Price List No. 22.

WEDDING CAKE BOXES



No. 4 —2¼ x 3½ x 1¼
Ribbon Tied, per dozen 40c.

For other makes see Printers' Price List No. 22.

INDEX BRISTOL

RECORD INDEX per 100 sheets sheet.

25½ x 30½—110 lb.	$2.50	3c.
" " " —140 lb.	$3.00	3½c.

Blue, Buff, Salmon, White.

LEDGER INDEX

25½ x 30½—110 lb.	$3.50	4c.
25½ x 30½—140 lb.	$4.00	4½c.

White only.

Use Stic Tite the unexcelled Powder Paste.

B & G & Co.

Hamilton and Montreal.

Nine months ago, they established a branch office in Philadelphia, and not long ago the Boston office moved to larger and better quarters at 130 Pearl Street, Boston, Mass.

PHOTOGRAPHS AS SOUVENIRS.

Manton Bros., the Toronto printing ink manufacturers, did a graceful thing when they sent to all the printers who attended the Eastern Canada Cost Congress a copy of the group photograph of the delegates. This souvenir has been much appreciated. Manton Bros. now announce that if anyone failed to receive a copy, they would like to be informed of the omission. They are also prepared to send copies of the picture to any printers who were unable to be present at the Congress.

NEW PRICE LIST.

Buntin, Gillies & Co., Ltd., Hamilton, have recently mailed their semi-anual price-list No. 22. It gives the latest prices and descriptions of printers' supplies.

NEW ILLUSTRATED CATALOGUE.

In design and general construction, printing plant equipment had followed the same general lines for generations until the rapid advances in the printing industry during the past fifteen years made changes absolutely necessary. While these changes vastly improved the former conditions, it was evident that the equipment was still lacking very much in efficiency and that something better would have to be devised.

The Keystone Type Foundry of Philadelphia, recognizing this want, employed a corps of printing efficiency experts and draftsmen in 1909 and then designed, manufactured and commenced offering to the printing trade, the first steel furniture for printers ever constructed.

Such was the success of this original, modern, fire-proof, sanitary, space and money saving furniture, that larger quarters were soon required. To meet the demand, the Keystone built their factory at Chester, Pa., which was completed early in 1911. This building is three stories high, 60 feet wide and 200 feet long; is fitted up for the manufacture of steel furniture exclusively, and is as modern as present day machinery and methods permit. Many of the machines and tools used in the construction of this product were designed and built to special order, for the purpose of turning out these goods right.

A complete catalogue of 92 pages, handsomely illustrated and showing many of the more generally used pieces, has just been completed. It is the first catalogue ever issued showing modern printing furniture constructed of steel, and no employing printer, who desires the highest efficiency in his plant, should fail to obtain a copy.

This catalogue has been mailed to all customers of the Keystone who have a complete specimen book and will be forwarded to others interested in this modern equipment, if a request for one is sent to the Keystone Type Foundry, 9th and Spruce streets, Philadelphia, or any of their houses in New York, Chicago, Detroit, Atlanta and San Francisco, also their Canadian agents, George M. Stewart, 92 McGill street, Montreal. The Printers' Supply, Ltd., 27 Bedford Row, Halifax, N.S., and the Anglo-Canadian Type and Printing Machinery Co., Ltd., 124 York Street Toronto.

AN UNUSUAL SAMPLE BOOK.

The Niagara Paper Mills Lockport, N.Y., has just produced a sample book with some unique features. Primarily it is the ordinary style of thing, containing samples of the various colored cover papers made by the company. But in the second place it is a color guide, prepared to simplify the use of colored inks on the papers. Because of the change of shade that takes place in a color ink when printed on a colored stock, every printer has experienced difficulty in getting the result desired. The color guide illustrates clearly the change that takes place in any particular ink when printed on stocks of varying shades. The colors shown were selected by a competent color authority, as being most suitable for various Niagara paper shades and they are all stock colors which can be obtained from any of the leading ink manufacturers.

Each sample is printed in three of the colors that appear on the color chart, while each color printed is numbered to correspond with the number of the ink used as shown on the chart. The change in tone is due to the effect of the colored stock upon the color ink.

The book is of great value and utility and should be in the possession of every printer.

NEW LINOTYPE INSTALLATIONS.

The Toronto Globe are adding a Model 8, three decker, to their already large plant and will use the machine for heading and advertising requirements. A Model 8 has also been purchased by J. I. McIntosh, of the Guelph Mercury.

Model 5 linotypes have been secured by the Finnish Publishing Co., Port Arthur; the Linguistic Company, Vancouver; the Greater Vancouver Publishing Co., Vancouver; the Prince Albert Herald; the Lethbridge News and the Saskatoon Daily Star.

Three-deck Model 8's have been bought by Shibbrach Bros., Vancouver; the Montreal Herald and Fredericton Gleaner.



J. L. NEATE

First lino. operator-machinist to take charge of a No. 9 in Canada.

J. L. Neate, of the Press Publishing Co., Victoria, is the first linotype operator-machinist in Canada to take charge of an American Model 9, four-decker.

The first publisher in Canada to install a No. 10, quick change linotype was Charles W. Young, of Cornwall, president of the Canadian Press Association.

AN INGENIOUS ADVERTISEMENT.

The Mergenthaler Linotype Company's New York office has devised an ingenious way of advertising their Model 8, three-magazine linotype and their Model 9, four-magazine linotype. They have taken a sheaf of the letters which have come in to them from purchasers of the machines, endorsing their value and serviceability, and have reproduced the letters in facsimile, later fastening them together in a folder. The recipient of one of these books looks through the sheets curiously to see if any of his neighbors or friends are represented and in this way the publication attracts much interest. The letters themselves form a striking endorsement of the new models.



With a $25 Lino-Tabler equipment, transferable in an instant from one standard Linotype machine to any other, operators of average competence set intricate tabular matter, at nearly straight-matter speed, with every face and language of one-letter or two-letter Linotype matrices, on full-length, unsawed slugs. Brass Lino-Tabler rule of all foundry faces, one-third size of illustration, costing one to two cents a foot, is quickly inserted, the rules resting securely on shoulder of slugs. The sole annual outlay, for one equipment, is $25; a five-machine plant will be equipped for $100, or five-year licenses, payable $20 yearly for each outfit, will be granted established concerns. Very few users of the system whose tabular output is five per cent of their total have failed to renew their contracts at expiration. Address, for contract form, any Mergenthaler Linotype Agency, or CHICAGO LINO-TABLER COMPANY, Inland Printer Building, Chicago; Tribune Building, New York

WILLIAM C. HOLLISTER, President & Treasurer — ASHTON G. STEVENSON, Vice-Pres. & Gen. Mgr.



MOTORS FOR PRINTING PRESS DRIVE

CANADIAN CROCKER-WHEELER CO., LIMITED

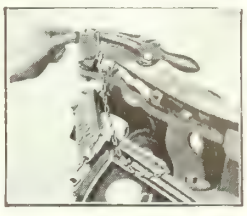
ST. CATHARINES MONTREAL VANCOUVER

NOTICE

We make a specialty of Electrotypes from Halftones.

The National Electrotype and Stereotype Co., Ltd.

73 to 81 Adelaide Street West - Toronto, Ontario

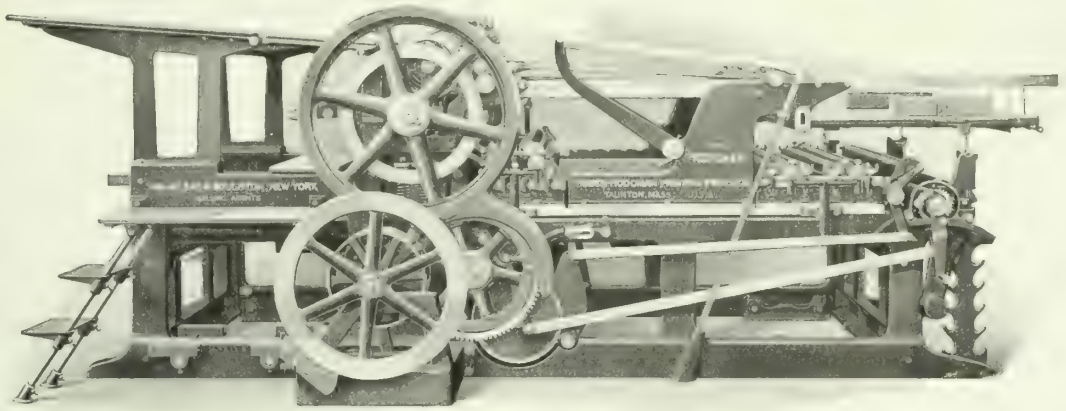


MAKE MONEY by attaching NEW CENTURY FOUNTAINS to your jobbers. The perfection of fountains. Will increase press output from 3,000 to 5,000 a day on steady runs. No readjusting after washup or when changing impressions. One-screw ink feed. One-screw roller contact. Will not mark the prints. Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS—*More Impressions* and *Better Work*. **For Chandler & Price, Challenge, and Gordon Presses.**

Get a descriptive circular from your dealer. THE WAGNER MFG. CO., Scranton, Pa.

TORONTO TYPE FOUNDRY CO., LIMITED, Sole Selling Agents in Canada

The New Hodgman Press



BUILT BY THE HUBER-HODGMAN PRINTING PRESS CO.

An Unsolicited Encomium from a High Class Mechanical Engineer:

ADNIL ELECTRIC Co^Y L^TD
ELECTRICAL ENGINEERS AND MANUFACTURERS
BRANCHES AT
BIRMINGHAM, BRISTOL, DUBLIN, GLASGOW,
LEEDS, MANCHESTER, NEWCASTLE
TELEGRAMS: "ADNIL, LONDON"
LIEBERS CODE
A.B.C. 5TH EDN

TELEPHONE
LONDON WALL 3840.
(FOUR LINES)

ADNIL BUILDING.
ARTILLERY LANE.
LONDON. E.C. 1st Jan. 192-

London Selling Agents,
for Van Allens & Boughton,
New York.

P. Lawrence, Esq.,
57 Shoe Lane,
London, E. C.

Dear Sir:-

Re New Hodgman Machine Supplied to Messrs. Eyre & Spottiswoode, Size 40 1/2 x 52".- We secured the order for providing this equipment with a suitable motor and controller, and the results of our test on this machine are in our opinion very remarkable from the point of view of power consumption.

Owing to the peculiar construction of the gearing, (meaning the mechanical device used in driving and reversing the bed), this machine seems to possess an extraordinary advantage over machines arranged in the old fashion way, as the reversale of the table, (bed), are accomplished without the enormous rush of power which is usual with the other machines.

With regard to the speed of running, the Hodgman machine ran perfectly smooth at 2050 copies per hour, and we are quite confident that it could be run if fitted with an automatic feeder up to 2400 or more, without any serious difficulty.

When the tests recorded above were made, the automatic feeder had not yet been connected to the machine, but the machine minder, (feeder), was feeding by hand at the speed named, and kept it up for some hours. On the contrary, the Percella machine, (an English made press), could only be run conveniently at a maximum of 1620 copies per hour, and had the machine been run any faster it would seriously have overloaded the motor which was driving it.

In conclusion we would like to add our testimony,- to the ingenious arrangement provided for supporting the motor which is most compact and workmanlike, and we must congratulate the designer on the general construction of this machine which beats anything we have ever come across.

Trusting that you will have a successful run with this press, we remain,

Yours faithfully,
FOR ADNIL ELECTRIC CO LTD.
MANAGER

This letter comes to us entirely unsolicited, and, we think, cannot fail to carry great weight to the unprejudiced mind.

For a voluntary contribution from people who are wholly disinterested, this letter seems to be most thoroughly convincing.

Van Allens & Boughton

H. W. THORNTON, Western Manager
343 So. DEARBORN STREET, CHICAGO

NEW YORK

INCREASE of business has compelled us to add very considerably to our floor space and facilities. We now occupy the upper floors Nos. 12 and 14 Princess Street and have installed much additional machinery for the production of high grade photo-engravings and electrotypes. We intend to specialize on color engravings and the printing of high class color work for catalogue covers, inserts, folders and special announcements.

We have just added two complete flats to our premises.



RANSOM ENGRAVING CO., LIMITED

14 Princess Street, -:- Winnipeg

The Clinching Proof of Quality-Service

The following were designed to give to the printer or bookbinder the fullest measure of satisfaction, and their purpose has been recognized and fully accomplished.

Sole Selling Agents for "Brown" Folding Machines, Latham "Monitor" Machines, Dewey "Springfield" Ruling Machines, "National" Thread Book Sewing Machines, "Stuebing" Calendar Tin Mounting Machines, "Dexter" Cutting Machines.

H. J. Logan
114 W. Adelaide Street
Toronto

PRINTING AND WRITING PAPER

Full line carried in stock of LOOSE LEAF PAPERS in our grade of FINE BOND and B. BOND in the following tints and sizes.

White, Buff, Blue, Goldenrod, Pink, Canary and Green.

17¼ x 22¼—16 lbs.
19¼ x 24¼—20 lbs.
20¼ x 24¼—21 lbs.
22¼ x 28¼—26 lbs.
18¼ x 22¼—17 lbs.
19¼ x 26¼—21 lbs.
22¼ x 22¼ -21 lbs.
26¼ x 28¼—31 lbs.

Ask for our sample book.

The Northern Mills Co.
Paper Manufacturers
MONTREAL

The COWAN TRUCK

We wish to announce that we have been appointed the sole agents for Canada, and we will carry these trucks in stock.

These trucks are in general use by the following prominent firms:

The American Writing Paper Co., Holyoke.
American Book Co., New York.
J. W. Butler Paper Co., Chicago.
W. J. Gage & Co., Toronto.
Parsons Paper Co., Holyoke.
Standard Oil Co.
United States Envelope Co.
White & Wyckoff Mfg. Co., Holyoke.
Strathmore Paper Co., Holyoke
And many others.

TORONTO TYPE FOUNDRY CO., LIMITED

TORONTO :-: MONTREAL :-: WINNIPEG :-: CALGARY :-: REGINA

Printers, Publishers and Bookbinders, dispose of your

WASTE PAPER

to E. PULLAN

THE KING OF WASTE PAPER BUSINESS IN CANADA.

Corner Adelaide and Maude Streets
Toronto -:- Phone Adelaide 760

You will get all it is worth and the best service.

The KRAMER BALER

All Steel; no Wood

It keeps your room clean.

It assists in preventing fires.

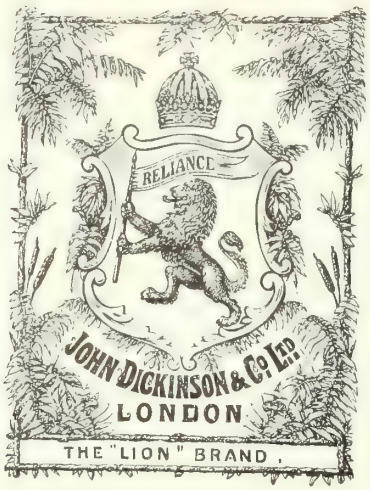
It is recommended by the Fire Underwriters' Associations.

If your paper is baled, it is worth more to the paper dealer.

Sole Agents

Toronto Type Foundry Co., Limited

Toronto :: Montreal :: Winnipeg :: Calgary :: Regina



Dickinson Coated Book

We stock High-Grade Illustration Coated in

25x38	70	"
	80	"
	100	"
	125	"
28x42	80	"
	100	"
	120	"
32x44	100	"
	120	"
	140	"
30x40	90	"
	100	"

—a perfectly coated sheet of uniform surface, and with a bright white colour. Let us send you sheets for testing. We also stock Toned Velvet Finish Coated. Dickinson Superfine Proofing Chromo and Special Label Chromo —made at our Home Park Mills, Herts, England.

JOHN DICKINSON & CO., LIMITED
Makers of High Grade Papers
Croxley House, 216 Lemoine Street
MONTREAL

Mr. Newspaper Publisher

Read this condensed article taken from a recent issue of Hardware and Metal. It is one of a series of talks on "Hardware Store Publicity," running in that paper. This article, devoted especially to the question of appropriation and space in the matter of advertising, shows what the MacLean Trade Newspapers are doing for the newspapers of Canada in the way of cultivating the advertising spirit among your local merchants. Will you not reciprocate whenever opportunity offers by suggesting the worth of the papers published by us in the interests of the merchants of Canada?

"Some time around the first of the year the progressive advertiser sits down and figures out how much he is going to spend on advertising and how he is going to spend it. The first is, of course, the primary consideration. The question of an appropriation must be settled before anything else can be done.

"It is probably true that not more than one merchant in three fixes a yearly appropriation for advertising.

"How much should be devoted to advertising? is a question very frequently asked, and never answered with complete satisfaction. The truth of the matter is that no rule can be laid down which would fit every case. It depends largely on the scope of the business, the extent of the field and the possibilities of expansion. In the retail hardware business, it will depend largely on the size of the yearly turn-over and on general local conditions. It may be possible to fix an amount under which no progressive hardware man can afford to go a maximum sum which he cannot, in safety, exceed, but, other than that, no one can lay down a rule which all must follow. Between the minimum and the maximum of advertising expense, there is a wide range and every merchant must decide for himself just where he fits in.

"One of the most aggressive retail advertisers in the Canadian field is a young hardware man who has a business with an annual turn-over of $40,000. He spends $600 a year on advertising. In other words, he lays out 1½ per cent. of his turn-over for advertising purposes. Of that amount, he spends $500 with the local papers, and the rest is devoted to calendars at Christmas and a few circulars during certain seasons.

"Many dealers doing about the same business do not spend nearly as much as that for advertising. One man with a business in a live city of 20,000 population made the statement to the writer that last year he had spent only about $100 for publicity. 'The year before I spent over $400,' he explained. 'This year I cut it down almost to nothing, and my sales have not fallen off one jot.'

"But the sales had not increased. The city had grown, new factories had located there, other merchants had increased their annual turn-over very materially. This merchant had just held his own. He had saved over $300 on advertising, but had lost many thousands, no doubt, in increased business. He had cut his publicity expense below the minimum figure.

"In arriving at an average, one must bear in mind that the dealer in a large city must spend more proportionately than the dealer in the small town or village. The country hardwareman uses the weekly paper and the rates he is called upon to pay are low. The city dealer has two or three daily papers to consider, and he will probably find it necessary to use them all.

"In the opinion of the writer, 1 per cent. of the annual turn over is about the average amount that should be set aside for advertising. The country dealer will not use that much in a majority of cases. We have in mind a hardwareman in a place of a few hundred people who, nevertheless, does a yearly business of $35,000. There is a small weekly in that section, and the hardware man in question does not need to spend $350 to secure enough space for adequate publicity not by a wide margin. On the other hand, some hardware dealers in large cities have to spend more than 1 per cent."

Our other papers do equally well in the matter of suggesting local advertising by local merchants. Every month we publish 50 columns of advertising matter helpful to the local newspaper man. Local advertising is the only possible means of offsetting the inroads of the mail order houses, and we are helping you in your fight. This is the trinity—Local Merchant; Local Newspaper, and MacLean Trade Newspapers.

Hardware and Metal.	Canadian Grocer.
Bookseller and Stationer.	Dry Goods Review.
Men's Wear Review.	Plumber and Steamfitter.

The MacLean Publishing Co.
LIMITED
143-149 University Ave. TORONTO, ONT.

We take pleasure in announcing to the trade that we have opened up a branch warehouse in the city of Calgary, and as representatives for the following mills :

J. R. BOOTH, of Ottawa.

ST. LAWRENCE PAPER MILLS, Ltd., of Mille Roches.

RITCHIE & RAMSAY, Ltd., of Toronto.

We can at all times supply the necessary variety in all lines for the Printers, combined with our aim "Quality and Service,"



HEAD OFFICE:
2nd. and 3rd. floors, 315 William Ave., Winnipeg.

Samples and price list furnished upon request.

JOHN MARTIN PAPER COMPANY, Limited
WINNIPEG AND CALGARY


Roller Series


High Arm Series

Beautiful Proofs Immediately

Proofs that are as clear and perfect as the run itself—on the stock selected for the job. Produce them at once—without holding up a press—without locking up the form. Possible only with the

VANDERCOOK PROOF PRESSES

Roller Series

Designed especially for rapid work. Inking attachment revolutionizes galley proofing in quality and speed. Printing surface 10 x 25 inches. Also furnished without inking attachment.

High Arm Series

The simplest form of "curved platen." Very rapid, and a necessity in every job and publishing plant. Hundreds of users. Made in three sizes 12 x 18, 11 x 25, 17 x 25 inches.

Your Sample Proofs are Ready

MILLER & RICHARD
TORONTO -:- WINNIPEG
Eastern Sales Company, *Manufacturers,* Chicago, Illinois

BROWN BROS.
LIMITED

Wholesale
PAPER, PRINTERS' and BOOKBINDERS' SUPPLIES

Some of our Specialties

CARDBOARDS
BOND PAPERS
WRITING PAPERS
BOOK PAPERS

MILLBOARD
BOOKBINDERS' CLOTH
MARBLE PAPERS
BEHLEN'S COLORS

Write for samples and prices

51-53 Wellington St. West
TORONTO

CARDBOARDS

A new sample set now ready, showing a complete line of cardboards for every-day use and also special lines such as Cloth Lined Board, Pressboard, etc.

Reduced prices on some of the regular lines.

Let us know if you have not yet received yours.

TRADE MARK

This design a guarantee of quality

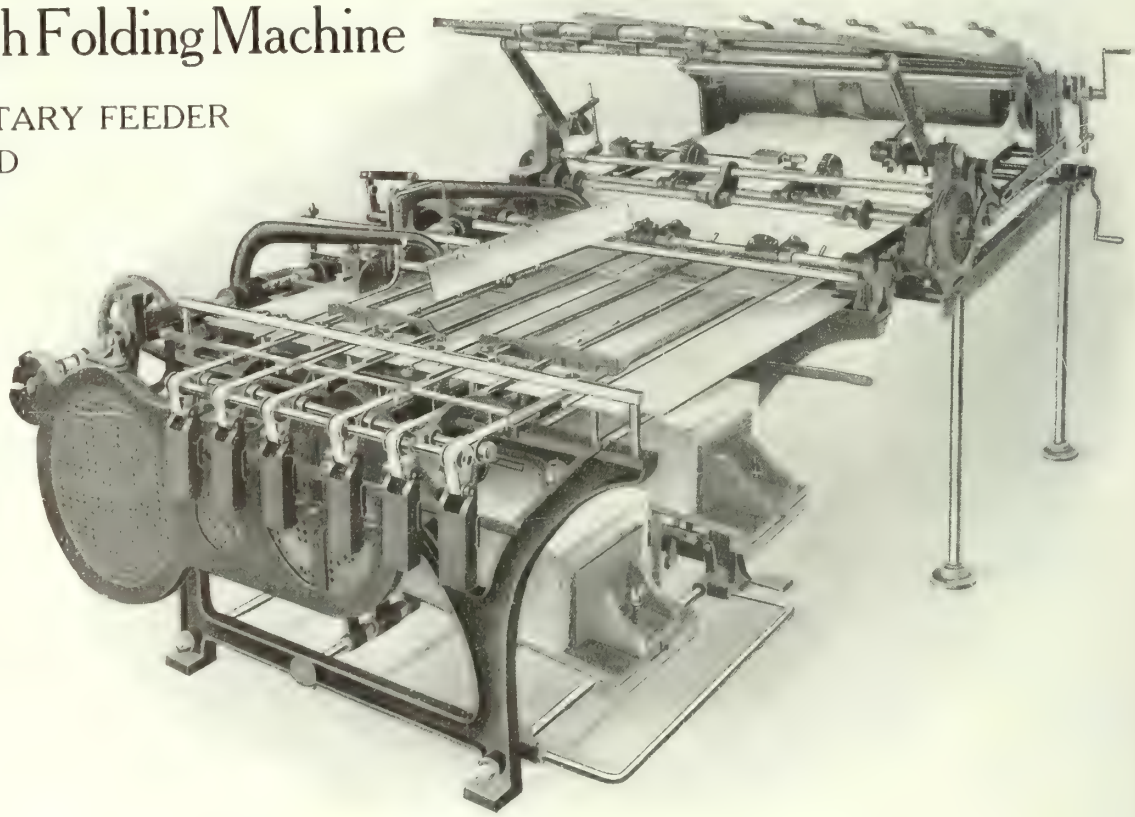
CANADA PAPER CO. LIMITED

Colored Papers a Specialty

Toronto Montreal Windsor Mills, P.Q.

Our Triumph Folding Machine

WITH ROTARY FEEDER ATTACHED



This folder has many advantages over all other folding machines.

These folders will handle all classes of work, both right angle and parallel, from newspaper to the highest class of Book folding.

TORONTO TYPE FOUNDRY CO., Limited, TORONTO, MONTREAL, WINNIPEG CALGARY, REGINA

What Are Your Needs, Mr. Printer, Mr. Bookbinder?

I can supply your every need in machinery. I have on hand several machines for printers and bookbinders which have been used a short time; they are as good as new, and can be bought at a remarkably low figure.

New machinery, type, galleys and supplies in large quantities, always in stock. Send for catalogue—it may contain just what you want.

92 McGill Street **GEO. M. STEWART** MONTREAL

THE BEST OF EVERYTHING FOR THE PRINTER AND BOOKBINDER

NR
NUERNBERGER-REITTIG

The Universal Type-Maker

IS A TIME-SAVER
A MONEY-MAKER
A CUSTOMER-PLEASER

It gives the printer complete independence in type supply, and enables him to use all his metal to the best advantage.

OUR MATRIX LIBRARIES

permit the printer to rent fonts of Matrices at a nominal rate, and thus to keep his composing-room up-to-date.

Address for all prices and details

UNIVERSAL
TYPE-MAKING MACHINE CO.
321-323 North Sheldon Street
CHICAGO, ILL.

NR

4



1 Statements
2 Invoices
3 Circular Letters

A Fourth Use For Window Envelope

REGULAR CORRESPONDENCE is being more and more generally mailed under cover of the B-E WINDOW ENVELOPE. For three good reasons: So that circular letters cannot be distinguished from regular letters; to save time and money now spent in addressing ordinary envelopes; and, most important, for SAFETY. ¶ There is not a business man of any lengthy experience in Canada who has not had some deal collapse through a clerk's mixing of envelopes in the hurry of a late mail. ¶ It is so easy for the office boy to put Brown's letter in Smith's envelope. And it's so difficult to straighten the mix-up and keep the business and friendship endangered by so human an error. ¶ Moral: Use the B-E WINDOW ENVELOPE—saves trouble, time and money.

Send for samples and prices of this new Envelope. We will see you are supplied, either through regular dealer or direct.

BARBER-ELLIS, LIMITED
62 Wellington St. W., - Toronto

The Caxton Magazine and The British Stationer

Pronounced ***"Second to None"*** in real usefulness to the Printing Crafts.

COVERS THE TRADE THROUGHOUT THE WORLD.

Original Job Designs and Art Supplements in Colours in every number. 12 monthly numbers for $2.00 per annum, post free.

The printing Works of THE CAXTON MAGAZINE are TRADE UNION IN EVERY DEPARTMENT.

Publishing Offices—119-125, FINSBURY PAVEMENT LONDON, E.C.

Canadian Agents:
Anglo-Canadian Type and Printing Machinery Company, Limited
124 York Street, Toronto

A Good Thing!

$1.25
per annum
(post free)
Half-price to Apprentices.

The Modern Lithographer

(Incorporating THE LITHOGRAPHIC CIRCULAR)

The only Lithographic Organ in Great Britain, and exceptionally replete with valuable technical information. Competitions for Prizes for Litho. Students. Art Supplements in colours.

Special Copy Fourpence (post free) from

119-125 Finsbury Pavement,
LONDON, E.C., ENGLAND

Canadian Agents
Anglo-Canadian Type and Printing Machinery Company, Limited
124 York St., Toronto.

Buyers' Guide

EMBOSSING PRESSES

for stamping stationery, letter-heads, etc., and

Plate Printing Presses

for printing from engraved steel or copper plate.

A. R. KING MFG. CO.
Kingston, N.Y.

The CENTRAL PRESS AGENCY, LIMITED

ELECTROTYPERS, STEREOTYPERS
ADVERTISING AGENTS

HEAD OFFICE:
70-76 Pearl Street, Toronto

WINNIPEG BRANCH:
175 McDermot Avenue East

F. DIVER, MANAGER

SPRAGUE ELECTRIC MOTORS

especially designed for all standard printing presses and printers' machinery.

CANADIAN GENERAL ELECTRIC COMPANY, LIMITED

Toronto Montreal Halifax Ottawa Cobalt
Winnipeg Calgary Vancouver Rossland

GOOLD, SHAPLEY & MUIR CO., Limited

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Winnipeg, Man. Calgary, Alta.

Manufacturers of High Grade Gas and Gasoline Engines

Rapid Electrotyping Co. of Canada

Electrotypers, Stereotypers
and
Advertising Cuts of all descriptions

345-7 CRAIG ST. W., MONTREAL

BOOKBINDERS' MACHINERY.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Latham Machinery Co., 306 S. Canal St., Chicago.
Logan, H. J., 114 W. Adelaide St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto
Standard Machinery Co., Mystic, Conn.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal, Que.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

CIRCULATION PROMOTERS.

Northern Circulation Co., 20 Sherman Ave., Hamilton; Herald Bldg., Montreal.

COUNTING MACHINES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Redington Co., F. B., Chicago, Ill.
Stephenson, Blake & Co., 122 Bay St., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

CUTTING MACHINES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Krause, Karl, Leipzig, Germany.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Standard Machinery Co., Mystic, Conn.
Stephenson, Blake & Co., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

CYLINDER PRESSES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Babcock Printing Press Co., New London, Conn.
Brower, A. T. H., Co., 1040 Bryn Mawr Ave., Chicago, Ill.
Miller & Richard, Toronto and Winnipeg.
Manton Bros., 105 Elizabeth St., Toronto.
Stephenson, Blake & Co., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.
Van Allens & Boughton, 19 Rose St., New York, N.Y.

DUPLEX PRESSES.

Duplex Printing Press Co., Battle Creek, Mich.
Miller & Richard, Toronto and Winnipeg.

ELECTRIC MOTORS.

Canadian General Electric Co., Ltd., Toronto, Montreal, Winnipeg.

ELECTROTYPING AND STEREOTYPING.

Central Press Agency, Ltd., 70-76 Pearl St., Toronto.
National Electrotyping & Stereotyping Co., Adelaide St. W., Toronto.

EMBOSSING PRESSES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Miller & Richard, Toronto and Winnipeg.
King Mfg. Co., A. R., Kingston, N.Y.
Stephenson, Blake & Co., 122 Bay St., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

GASOLINE ENGINES.

London Gas & Power Co., London, Ont.
Toronto Machine Tool & Plating Works, 2 Britain St., Toronto.

GUMMED PAPER MAKERS.

Samuel Jones & Co., 7 Bridewell Place, London, England.

JOB PRINTING PRESSES.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

MY NEW CENSUS CHART OF CANADA

Will get you paid in advance subscriptions.
Write to-day for samples and terms.

S. BLAKE WILLSDEN
Newspaper Circulation Features
32 So. Wabash Ave. - Chicago, Ill.

PRINTERS' INK JONSON

The cash in advance ink man who reduced prices to a minimum. Send for price list of news and job inks.

Address:
17 Spruce St., NEW YORK, N.Y.

McFARLANE, SON & HODGSON, Limited

WHOLESALE
PAPER DEALERS
AND
STATIONERS

14 ST. ALEXANDER STREET
MONTREAL

CHEAPEST, SIMPLEST
MOST COMPACT FOR POWER

"LONDON"

GAS OR GASOLINE
ENGINES
1½ to 40 HORSE POWER
Write for catalogue
LONDON GAS POWER CO., Ltd.
London, Canada

TICONDEROGA PULP AND PAPER CO

Machine Finish, English Finish and Antique Finish
BOOK, MAGAZINE, COATING, LITHOGRAPH AND MUSIC
PAPERS

Mills at Ticonderoga, N.Y.
Sales Department
Rooms 934-936, 200 Fifth Avenue, New York

Buyers' Guide

KEYBOARD PAPER.

Colonial Company, Mechanics Falls, Me., Keyboard paper for the Monotype.

LOOSELEAF BINDERS.

Printers' Specialties, Ltd., 52 Spadina Ave., Toronto.

MAILING MACHINES.

Wing, Chauncey, Greenfield, Mass.

MISCELLANEOUS.

Chicago Lino-Tabler Co., Chicago and New York.

Wagner Mfg. Co., Scranton, Pa.

PAPER MANUFACTURERS AND DEALERS

Advertisers' Paper Mills, Holyoke, Mass.

Andrews & Lewerth, 72 Duane St., New York.

Barber-Ellis, Ltd., Wellington St. W., Toronto

Beckett Paper Co., Hamilton, Ohio.

Brown Bros., Ltd., 51-53 Wellington St. W., Toronto.

Buntin, Gillies & Co., Ltd., Hamilton, Ont.

Canada Coating Mills, Ltd., Georgetown, Ont., and Toronto.

Canada Paper Co., 112 Bay St., Toronto.

Cauldwell, Wm., Paper Co., Montreal, Que.

Champion Coated Paper Co., Hamilton, Ohio.

Consolidated Lithographing Co., Ltd., Montreal, Que.

Dickinson, John & Co., London, England, and 216 Lemoine St., Montreal. Que.

Hodge-Sherriff Paper Co., McKinnon Building, Toronto.

Jones, Samuel, & Co., 7 Bridewell Place, London, England, and Waverley Park, New Jersey, N.J.

McFarlane, Son & Hodgson, Montreal, Que.

Montrose Paper Mills, Ltd., Thorold, Ont., and Toronto.

Niagara Paper Mills, Lockport, N.Y.

Northern Mills Paper Co., Ltd., Montreal, Q.

Olive & Partington, Ltd., Manchester, Eng.

Ritchie & Ramsay, Ltd., Wellington St. W., Toronto.

Rolland Paper Co., Montreal, Que.

Ticonderago Pulp & Paper Co., Rooms 934-936 200 Fifth Ave., New York, N.Y.

White Paper Co., James, 219 Monroe Street, Chicago, Ill.

Wilson, Munroe & Co., Ltd., 106 York St., Toronto.

PLATE PRINTING PRESSES.

King, A. R., Mfg. Co., Kingston, N.Y.

Miller & Richard, Toronto and Winnipeg.

Stephenson, Blake & Co., 122 Bay Street, Toronto.

Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

PHOTO ENGRAVERS.

Ransom Engraving Co., Winnipeg, Man.

PRINTING INK MANUFACTURERS.

Bush, Chas., Ltd., 16 Sheppard St., Toronto.

Canada Printing Ink. Co., 15 Duncan St., Toronto.

Dominion Printing Ink Co., Adelaide St. W., Toronto.

Hellmuth, Charles, 154 W. 18th St., New York,

Manton Bros., 105 Elizabeth St., Toronto.

Printers' Ink Jonson, 17 Spruce St., New Yory City.

Queen City Printing Ink Co., 105 Davenport Road, Toronto.

Shackell, Edwards & Co., 127 Peter St., Toronto.

Sinclair & Valentine, 1 Mincing Lane, Toronto.

PRINTERS' ROLLERS.

Robertson, J. S., 308 Craig St. W., Montreal, P. Q.

PROOF PRESSES.

Eastern Sales Co., 1523 People's Gas Bldg., Chicago, Ill.

Miller & Richard, Toronto and Winnipeg.

Stephenson, Blake & Co., 122 Bay Street, Toronto.

Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

TAGS.

Dennison Mfg. Co., 26 Franklin St., Boston, Mass.

TYPE CASTING AND TYPESETTING MACHINES.

Canadian Linotype, Ltd., 36 Lombard St., Toronto.

Lanston Monotype Machine Co., Philadelphia, Pa.

Thompson Type Machine Co., 624-632 Sherman St., Chicago, Ill.

Universal Typemaking Machine Co., 321-323 North St., Chicago, Ill.

TYPE FOUNDERS.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.

Blackfriars Type Foundry, 154-156 Blackfriars Rd., London S.E., England.

Miller & Richard, Toronto and Winnipeg.

Stephenson, Blake & Co., Canadian Branch, 122 Bay St., Toronto, Canada.

Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

WOOD GOODS.

Hamilton Mfg. Co., Two Rivers, Wis.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

WING-HORTON MAILERS

Are the best the world over

They are carried in stock at the following Canadian agencies:

Toronto Type Foundry Co.
Limited
Toronto, Montreal, Winnipeg, Calgary, Regina.

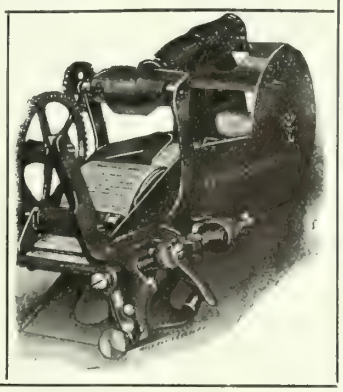
Miller & Richard
Toronto and Winnipeg

Anglo-Canadian Type & Printing Machinery Co. Ltd.
Toronto

Stephenson, Blake & Co.
122 Bay St., Toronto

Printers' Supplies, Limited
Halifax

Chauncey Wing, Mfr.
Greenfield, Mass., U.S.A.



Mr. Printer—If you cannot get our

Patent Non-Curling GUMMED PAPER

from your Paper Dealer write us here please for you cannot afford to use the Curly sort.

SAMUEL JONES & COMPANY

7 Bridewell Place -:- London, England

"FOR SALE" OR "WANT" ADVERTISEMENTS

BUSINESS CHANCES

FOR SALE - - NEWSPAPER AND JOB plant, real estate and insurance business in connection; plant and office equipment thoroughly up to date. Apply The Herald, Whitewood, Sask.

FOR SALE—OUR COMPLETE LINOTYPE plant, consisting of No. 2, No. 4 and No. 5 machines, equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

FOR SALE – NEWSPAPER AND JOB printing—owing to other interests I am offering for sale The Rouleau Enterprise plant and business. Business well established and plant in good condition. $2,000 cash handles, and the proposition is a good one. Andrew King, Rouleau, Sask.

PUBLISHERS, TAKE NOTICE. WE WISH to dispose of The Canadian Poultry News.

This paper came into our possession with a printing plant we bought out some time ago. It has been running about fourteen years, and is well known all over Canada. It is now paying, and can be developed into a big money-maker. The field is immense; the poultry business is a big one, and growing all the time. There is only one other poultry paper (of any importance, that we know of) in Canada.

We are not in the publishing business. Our specialties are commercial work, ruling, printing, binding, loose-leaf account books, etc. We have no typesetting machines nor folders, and find we cannot handle the mechanical end of this paper without interfering with our regular work.

For these reasons we are willing to let it go, and the first publisher or printer who puts up $400 may take it.

Look into this. It is a snap for someone. If interested, better act quickly.

Richardson, Bond & Wright, Limited, Owen Sound, Ont.

SITUATIONS VACANT

ONTARIO SMALL CITY DAILY HAS OPENing for bright advertising man capable of advertising management and expanding advertising revenue; also for really capable man as foreman; latter should be able to make up also. These should be good opportunities for capable, rising young men seeking for advancement. Address Box 281, Printer & Publisher.

SITUATIONS WANTED

THOROUGH PRINTER, EDITOR AND MANager of country newspaper, has sold his business and desires position as editor or manager. Fifteen years' experience. Best of references. State salary and full particulars in first letter. Address, Miller & Richard, Winnipeg.

MACHINERY WANTED

WANTED SECOND-HAND MONOLINE OR other typesetting machine; must be in good order. Review, Carp, Ont.

MACHINERY FOR SALE

WHITLOCK PONY DRUM PRESS, BED 20 x 27 inches, tapeless delivery, ink fountain and table distribution; fast running machine, guaranteed in first-class condition.

CAMPBELL 6-COLUMN QUARTO DRUM press; rear fly delivery with tapes; fountain and plate distribution. Bargain for cash.

REBUILT ROTTER DRUM PRESS 6-COlumn quarto, rack and screw distribution, rear tapeless delivery, four form rollers. High-class press. Bargain if sold before brought to our warehouse.

JOB PRESSES—WE HAVE A FEW GOOD second-hand Job Presses for sale. State your requirements and we will send full particulars.

Anglo-Canadian Type & Printing Machinery Co., Limited, 124 York St., Toronto.

MISCELLANEOUS

A BOOKKEEPING STAFF IN ITSELF, DOing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. National Cash Register Co., 285 Yonge St., Toronto.

COUNTER CHECK BOOKS—WRITE US TOday for samples. We are manfacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

FIRE INSURANCE, INSURE IN THE Hartford. Agencies everywhere in Canada.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10, $15 and $20 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Limited, 46 Adelaide St. West, Toronto, Canada.

FOR SALE

One Cox Duplex Printing Press, prints 4, 6, 8 pages, overhauled and rebuilt.

The Goss Printing Press Co.,
16th St. & Ashland Ave.,
CHICAGO, ILL.

FOR SALE

One Goss Four-deck Straightline Press, prints from 4 to 32 pages.

One Goss Three-deck Straightline Press, prints from 4 to 24 pages, overhauled and rebuilt, first-class press at low price.

The Goss Printing Press Co.,
16th St. & Ashland Ave.,
CHICAGO, ILL.

FOR SALE

One Goss Pony Straightline Press, prints 4, 6, 8, 10, 12, 16, pages, late style press, overhauled and rebuilt, very low price.

The Goss Printing Press Co.,
16th St. & Ashland Ave.,
CHICAGO, ILL.

Order Your Summer Rollers from The Roller Specialist

J. S. ROBERTSON

308 Craig St. W. MONTREAL Established 1889

What Would this Mean TO YOU?

What would it mean to you—
Never to be "out of sorts"—
Never to have your type wear out—
To be able to run up to 250,000 impressions without electrotyping and with no thought of injury to type—
To be able to give a customer any style of type he wanted—
To reduce type cost, composition cost, and eliminate distribution cost—
To insure the highest degree of typographical excellence in every job—and to collect the price for it—but at *decreased* production cost?
You can best say what this would mean in profits and peace of mind. But we'll tell you what hundreds of printers have learned it means in *fact.* It means merely

Getting a MONOTYPE

Details for the Asking—Figures and Facts

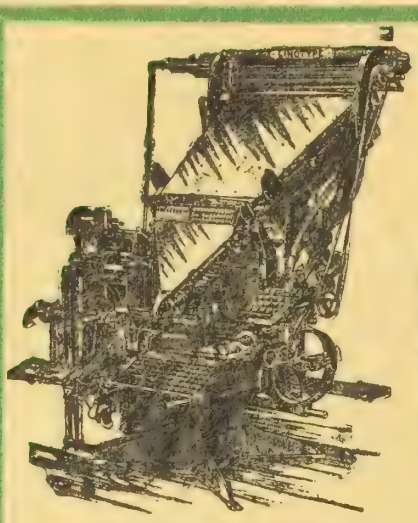
Lanston Monotype Machine Company
Philadelphia

Boston

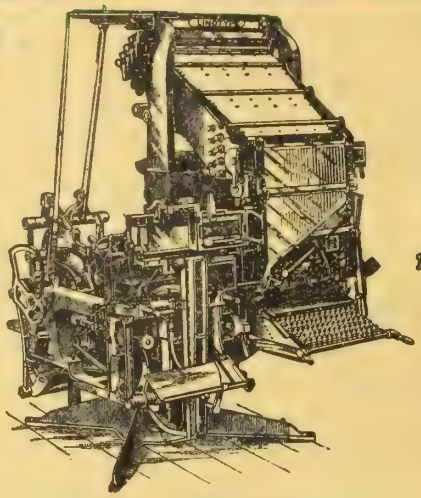
New York — MILLER & RICHARDS — Chicago
Denver — Canadian Representatives — San Francisco
Toronto and Winnipeg

336

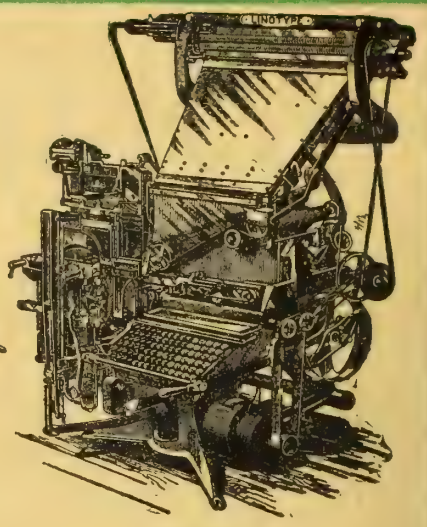
This ad shows Monotype faces and border exclusively



QUICK-CHANGE MODEL 8
Three Magazine Linotype



QUICK-CHANGE MODEL 9
Four Magazine Linotype



MODEL 10

Endorsement of the Multiple Machine

PRESS PUBLISHING COMPANY, LIMITED
VICTORIA, B.C.

February 13th, 1912

Canadian Linotype Limited
35-39 Lombard St., Toronto, Ont.

Gentlemen:

The Model 9 linotype is certainly a marvel of mechanical perfection. I have been operating the one purchased by the Press Publishing Company regularly since its installation, and it has given me no more trouble than I would have expected with any new machine of the ordinary single-magazine pattern.

I am particularly pleased with the smoothness of the keyboard action, also the manner in which the whole machine has been designed with a view of convenience and accessibility.

For job work and ad. composition this model should prove invaluable in any printing office, while for straight composition it has the advantage of being equally speedy on all faces and is just as fast and reliable as the earlier models.

In the office with but one linotype, particularly, this model will prove especially useful, and should become very popular.

I would suggest that you might add to your well-known slogan, "The Linotype Way is the Only Way" (which I heartily endorse) the fact that "The Model Nine way is the Latest Way."

With best wishes, I am

Yours sincerely,

JOHN L. NEATE,
Machinist Operator.

CANADIAN LINOTYPE LIMITED

Formerly Mergenthaler Co., Limited

35 LOMBARD STREET -:- -:- TORONTO, ONT.

Vol. 21 Toronto, June, 1912 No. 6

PRINTER & PUBLISHER



The MacLean Publishing Company Limited
Montreal Toronto Winnipeg

Advertisers Paper Mills

James Gibson Taylor, President

Makers in Holyoke *of* Fine Printing Papers *for* Advertisers

Our "Made in Holyoke" printing papers, the largest and most comprehensive line of high standard Cover and Text papers made by any Mill in America, can be bought in Canada from the following selling agents :

AEOLIAN COVERS

Buntin, Gillies & Co., Ltd. - Hamilton
Columbia Paper Co. - - Vancouver
Howard Smith Paper Co., Ltd.

ANTIQUARIAN COVERS

The Brown Bros., Ltd. - Toronto
Howard Smith Paper Co., Ltd. - Montreal
John Martin Paper Co , Ltd. - Winnipeg
John Martin Paper Co., Ltd. - Calgary

ADVERTISERS COVERS

Buntin, Gillies & Co., Ltd. - Hamilton
The Brown Bros., Ltd. - - - Toronto
Clark Bros. & Co., Ltd. - Winnipeg
Howard Smith Paper Co., Ltd. - Montreal

ADAIR COVERS

Buntin, Gillies & Co., Ltd. - Hamilton

CLOTH-OF-GOLD COVERS

Buntin, Gillies & Co., Ltd. - Hamilton
Howard Smith Paper Co., Ltd. - Montreal
Smith, Davidson & Wright - Vancouver

CADMUS COVERS

Clark Bros. & Co., Ltd. - Winnipeg
Howard Smith Paper Co., Ltd. - Montrea
Smith, Davidson & Wright - Vancouver

CHIPPENDALE COVERS

Buntin, Gillies & Co., Ltd. - Hamilton
Howard Smith Paper Co., Ltd. - Montreal

HOLYOKE COVERS

The Brown Bros., Ltd. - Toronto

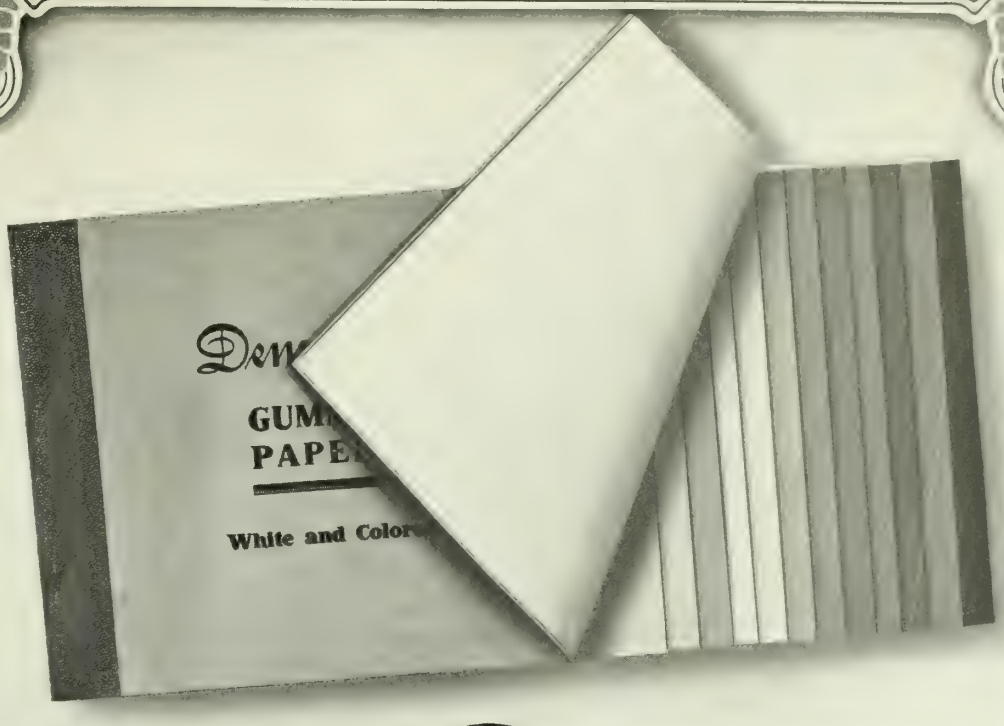
ADVERTISERS TEXT

Buntin, Gillies & Co., Ltd. - Hamilton
Howard Smith Paper Co., Ltd. - Montreal

ADVERTISERS PAPER MILLS

Makers in Holyoke of Fine Printing Papers
FIFTH AVENUE BUILDING NEW YORK

LONDON—11 and 12 Warbro's Chambers, Queen Victoria St., E.C.



Dennison QUALITY

Is Noticeable in the Manufacture of

Gummed Papers

Experienced printers of labels will admit **adhesiveness** of gummed paper is an important factor in the production of a perfect gummed label

Dennison's Gummed Papers

are especially adapted for label work. They have a fine printing surface, good strength and an even and adequate coating of glue

Note carefully the three grades

STANDARD	**Heavily Gummed**
CROWN	**Medium Gummed**
EAGLE	**Dextrine Gummed**

Send for Sample Book showing all grades and colors

Dennison Manufacturing Co.

THE TAG MAKERS

TORONTO
8 Wellington Street, West

BOSTON
26 Franklin Street

NEW YORK
15 John Street

NEW YORK
15 W. 27th Street

PHILADELPHIA
1007 Chestnut Street

CHICAGO
62 East Randolph Street

ST. LOUIS
905 Locust Street

New All-Steel Galleys

OUR OWN MAKE



A new departure in the manufacture of Galleys, which combines the advantages of moderate price, accuracy, absence of warping, and great solidity. Made with high-grade cold-rolled steel bottoms, and rolled steel angle sides (fixed with steel rivets), they are practically indestructible, and are treated with a special non-corrosive coating to prevent rusting. Made in the following sizes inside the galley:

4¼ x 24	5¼ x 24	10 x 16
4¼ x 26	6¼ x 24	11 x 18
4¼ x 28	5½ x 8½	13 x 21
4¼ x 30	9 x 13	18 x 24

Our Motto: "Service to the Trade and Quality in Our Goods."

We Can Deliver the Goods

THERE is satisfaction for the printer in a TYPE, PRESS, or SORT order promptly delivered. It means a saving of money as against direct loss. We stake our reputation on prompt delivery. No matter what the requirement—"anything from a bodkin to a press"—we guarantee prompt delivery. Let us show you. We are in a position to fill promptly any order—none too small, none too large. In addition to our **FAMOUS HARD METAL TYPE**, in all modern faces, we carry in stock

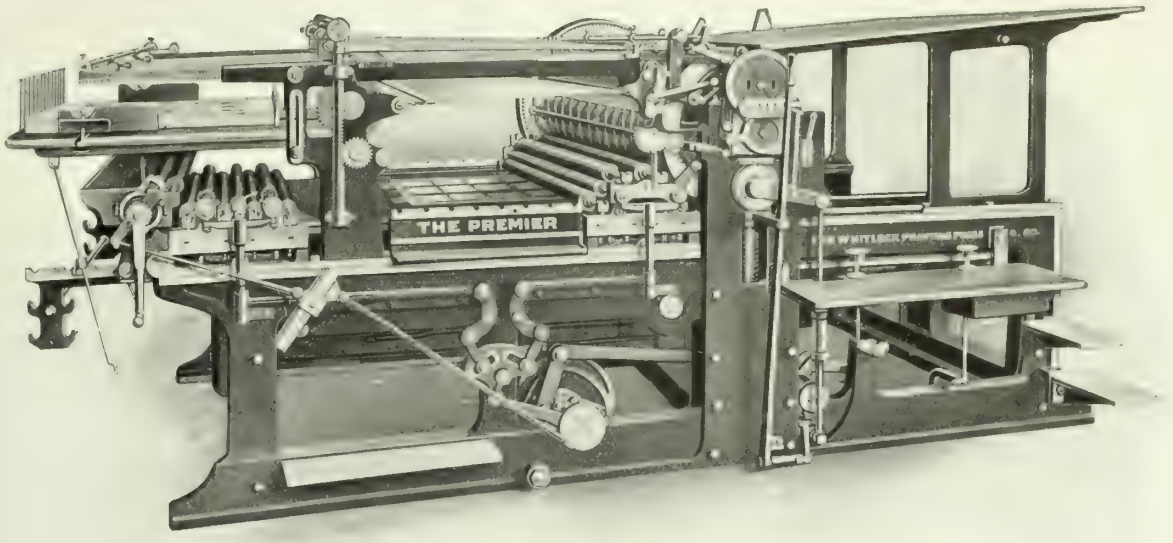
Printing Presses, Cutting Machines, Book Binders' Machinery, Mailing Machines, Proof Presses, Slug Cutting Machinery, Lead and Rule Cutters and Benders, Mitering Machines, Iron and Metal Furniture, Brass Rule, Type Cases, Cabinets and Stands, Wood Rule, Reglets and Furniture Cases, Ornaments, Borders, Leads, Slugs, etc.

No matter what the need may be in your mechanical department, we are in a position to supply just that need—and without delay. We want to show you how good our service is. It will benefit you to know.

Rebuilt Machinery—Write for our list

STEPHENSON, BLAKE & CO.

122 Bay St., Toronto -:- C. H. Creighton, Manager for Canada



The **PREMIER** THE NEW SERIES TWO-REVOLUTION FOUR-ROLLER WHITLOCK PRESS

The Premier Combines in *One* Machine all the good points of other Two-revolution Presses—and many others.

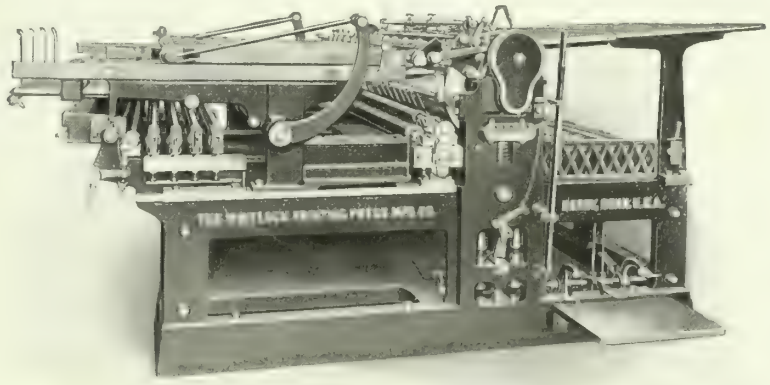
Therefore, the Premier stands supreme among Two-revolution Presses in strength, swiftness and smoothness of operation, and in quality and quantity of output.

The double delivery is simple and effective. It is conveniently changeable from printed side up to printed side down, or vice versa, the change taking only two or three minutes.

Having the heaviest distribution, the Premier is suitable for the finest half-tone or color process work. Special adjustments ensure perfect register.

Write at once for more complete information and quotations to the Canadian Selling Agents.

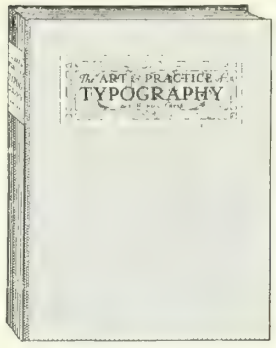
MANTON BROS., Toronto, Ont.



Pony Whitlock Front Tape Delivery

PRACTICAL BOOKS ON PRINTING

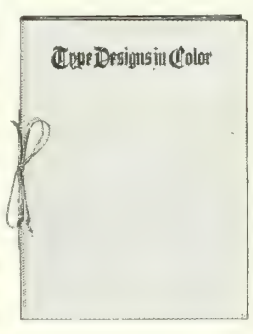
THE ART AND PRACTICE OF TYPOGRAPHY. By EDMUND G. GRESS. Fifty large inserts in color—Seven hundred reproductions, mostly in color of high-class commercial printing by some of America's best typographers—Almost 100,000 words of practical instruction—125 type arrangements designed especially for this book—Index to illustrations and designers—Synopsis of contents. Contents (titles of Chapters): When Books Were Written; The Origin of Typography; The spread of Typography; Typography in Colonial Days; Typography in the 19th Century; The Layout Man; Harmony and Appropriateness; Tone and Contrast; Proportion; Balance and Spacing; Ornamentation; Typography of Modern Books; Booklets; Catalogs; Programs; Announcements; Tickets; Letterheads and Envelops; Billheads and Statements; Business Cards and Blotters; Posters; Advertising Typography; Type-Faces; Decorative Imprints. *An Appendix* contains 161 reproductions in color of three competitions—Circulars, Business Cards and Blotters—conducted by THE AMERICAN PRINTER School of Typography, with names of designers. Size, 9½x12½. 250 pages. Cloth. Price, postpaid, $5.00.



PRACTICAL PRINTING. By GEORGE SHERMAN. A book about printing that deals with the working of the plant. It's a practical book first and last. A lesson to the printer who is starting in business, showing him how to make a profit. The chapter headings are: From Apprentice to Journeyman; Composition of Commercial Forms; Display Composition; Bookwork; Job Composition; Proof-Making and Proofreading; Composing-Room Equipment; Facilitating Composing-Room Production; Imposition and Lock-Up; Platen and Cylinder Presswork; From Superintendent to Shipper; In the Shipping-Room. There are seventy-three illustrations in the text, showing practical devices to be had for the printshop, some of which are: Brass Panel and Corner Fonts; Example of Brass Rule Designing; Table of Space Calculation; Table of Ems in One Pound of Type; Enclosing Type Matter in Irregular Mortise; Table of Sizes and Weights of Paper; Table of Type and Leads Calculation; Classic Chapter Headings; Hand-lettered Effects; German Title-pages; Table of Proofreaders' Marks, etc. 144 pages. 5¼x7½. Cloth. Price, postpaid, $1.50.



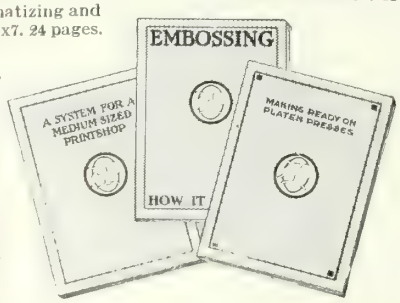
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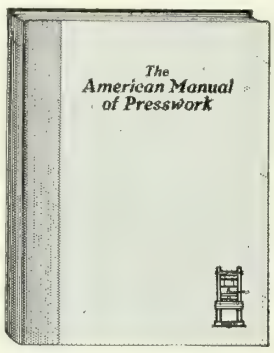
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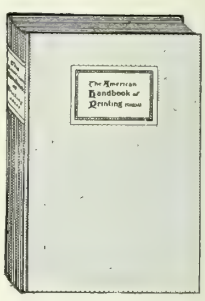
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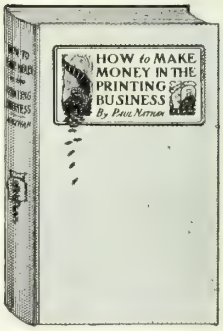
THE AMERICAN HANDBOOK OF PRINTING. By EDMUND G. GRESS. The essential information on subjects printorial (and allied) brought to a brief expression that makes them accessible and easy to remember, are herein to be found. You may here find things in a "boiled down" state that permits of covering a wide field well. Special features: For Compositors: 16 pages of job specimens in color. For Pressmen: Chart in colors for harmony and mixing of inks. For Ad-Writers: 100 type faces with explanations. The color chart supplemental sheet is in itself worth the price of the book. The running chapter heads are: Type Making; Type Faces; Type Composition; Typesetting Machines; Proofreading; Stonework; Paper; Composition Rollers; Printing Inks; Printing Presses; Bookbinding; Stereotyping and Electrotyping; Engraving; Lithography; Newspapers and Magazines; Advertising and Ad-Writing; Printers' Business Methods. There are ten full-size inserts, printed in one or more colors. Over 300 pages, 25 in color, and 182 illustrations. Size, 5¼x7½. Price, postpaid, $2.00.



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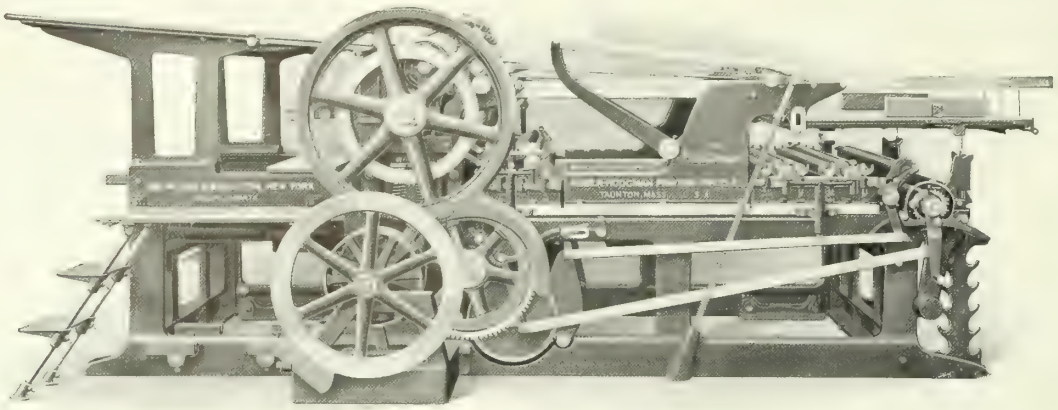
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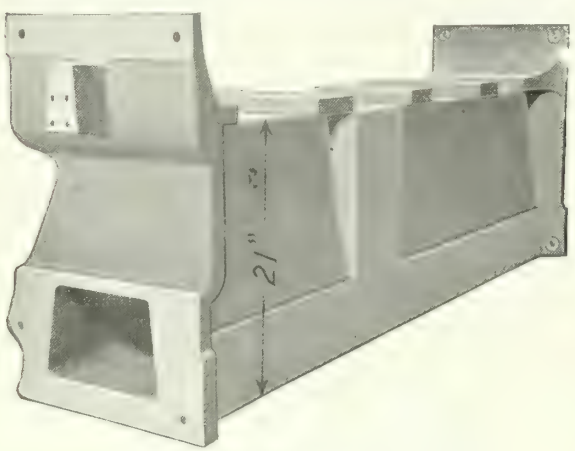
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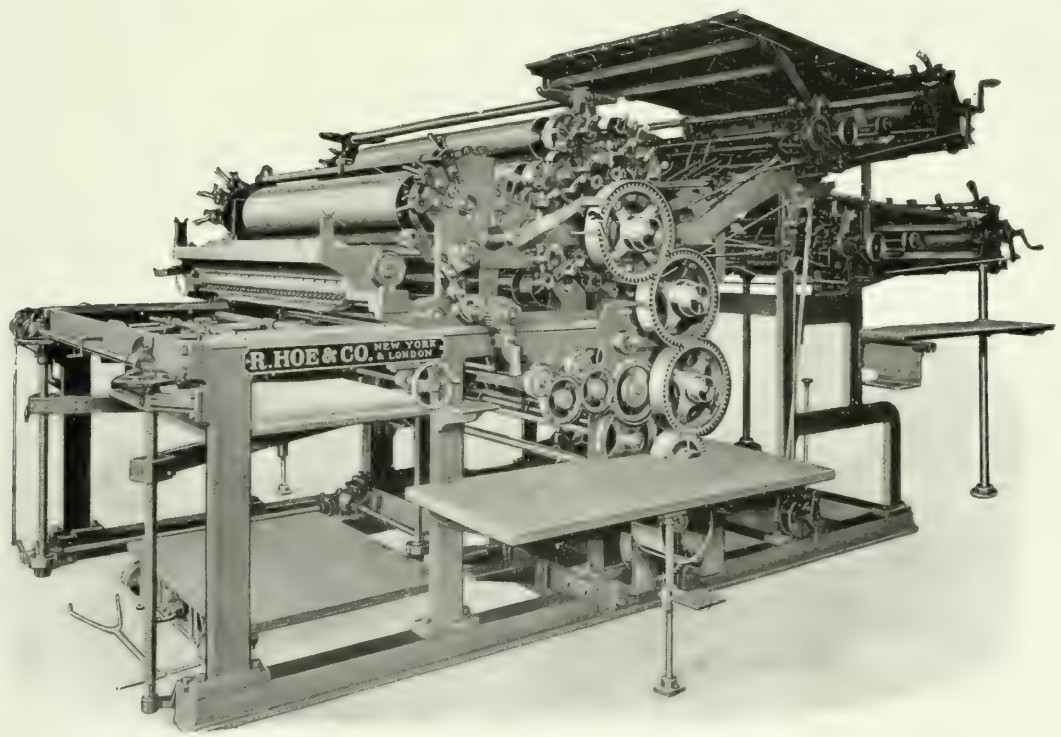
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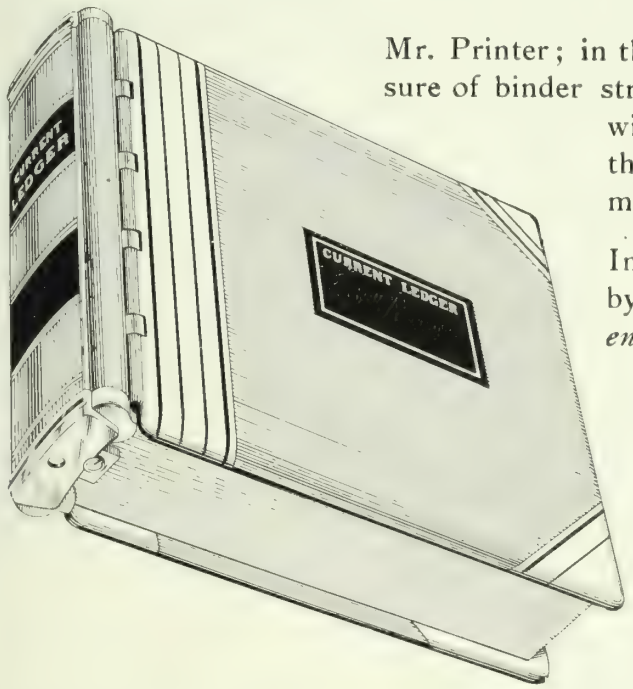
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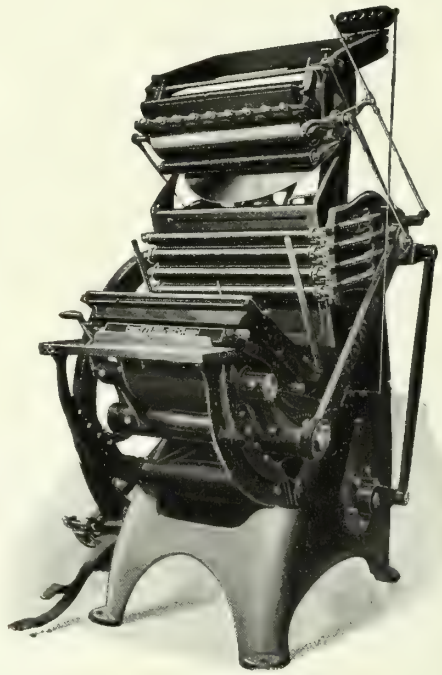
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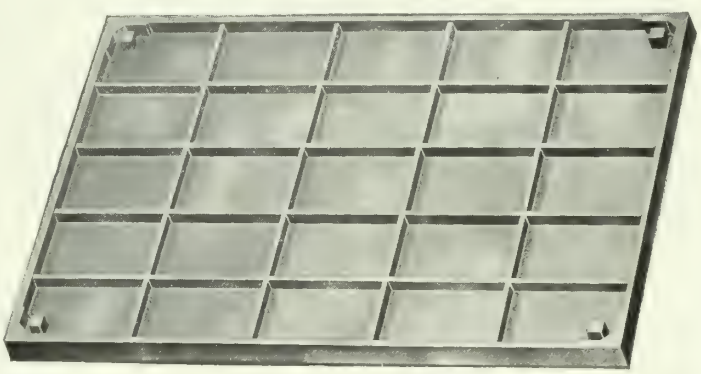
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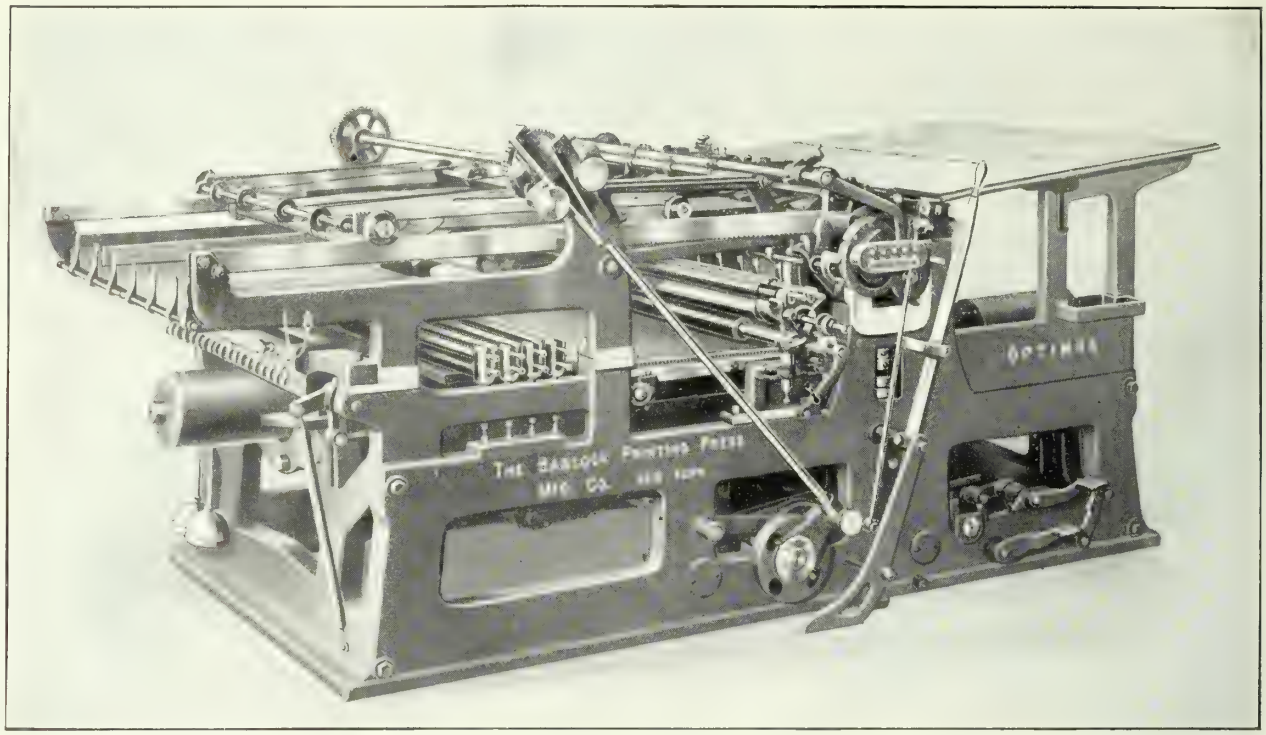
Toronto Type Foundry Co. — Toronto, 70 York St. / Montreal, 345 Craig St., W. / Winnipeg, 175 McDermot Ave., E. / Calgary, Alberta. / Regina, Saskatchewan. / E. S. Lister, Fredericton, N.B.

Stephenson, Blake & Co., Toronto
George M. Stewart, Montreal.
American Type Founders Co., Vancouver.
Miller & Richard, Toronto, 7 Jordan St.
Winnipeg, 128 Princess St.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

The BABCOCK OPTIMUS No. 35



Never since the world began to print has there been demanded of the printer so much, both in quantity and quality, as to-day, and never before has there been placed at the service of the printer such a complete line of perfect printing machinery as is to-day put upon the market by

The Babcock Printing Press Manufacturing Company

Our latest addition to the Finest Line of Pony Presses Ever Built is

The BABCOCK OPTIMUS NO. 35

A two revolution equipped with every advantage possessed by our other Ponies and with noteworthy improvements of its own. The inking capacity of *No. 35* is equal to the most exacting demands of high class pony work and includes the heavy three-color periodical covers and all work of similar grade. The bed is 27 x 35 and it prints a 22 x 32 sheet or a 23 x 33 or 22 x 34 *and runs smoothly and quietly at 3000 per hour.*

If you do any printing that could be done on a Pony send for our new booklet which tells all about

The Babcock Optimus No. 35

See the machine at work. It advertises itself most satisfactorily.

THE BABCOCK PRINTING PRESS MFG. CO.,
New London, Conn. :: 38 Park Row, New York City

MILLER & RICHARD

General Agents for Canada

TORONTO, ONT., and WINNIPEG, MANITOBA

"RED SEAL"

COATED R PAPER

Trade Marks Registered

"LUXACOTED PORCELAIN"

Our RED SEAL COATED BOOK is the best for ordinary Printing and Half-Tone work. Where a finer quality is desired use our LUXACOTED PORCELAIN.

The day is past when importers can claim any superiority for foreign goods. Our goods are equal to the best made anywhere and are superior to the ordinary run of imported lines.

We carry a full line of Coated Papers in Stock.

MADE BY

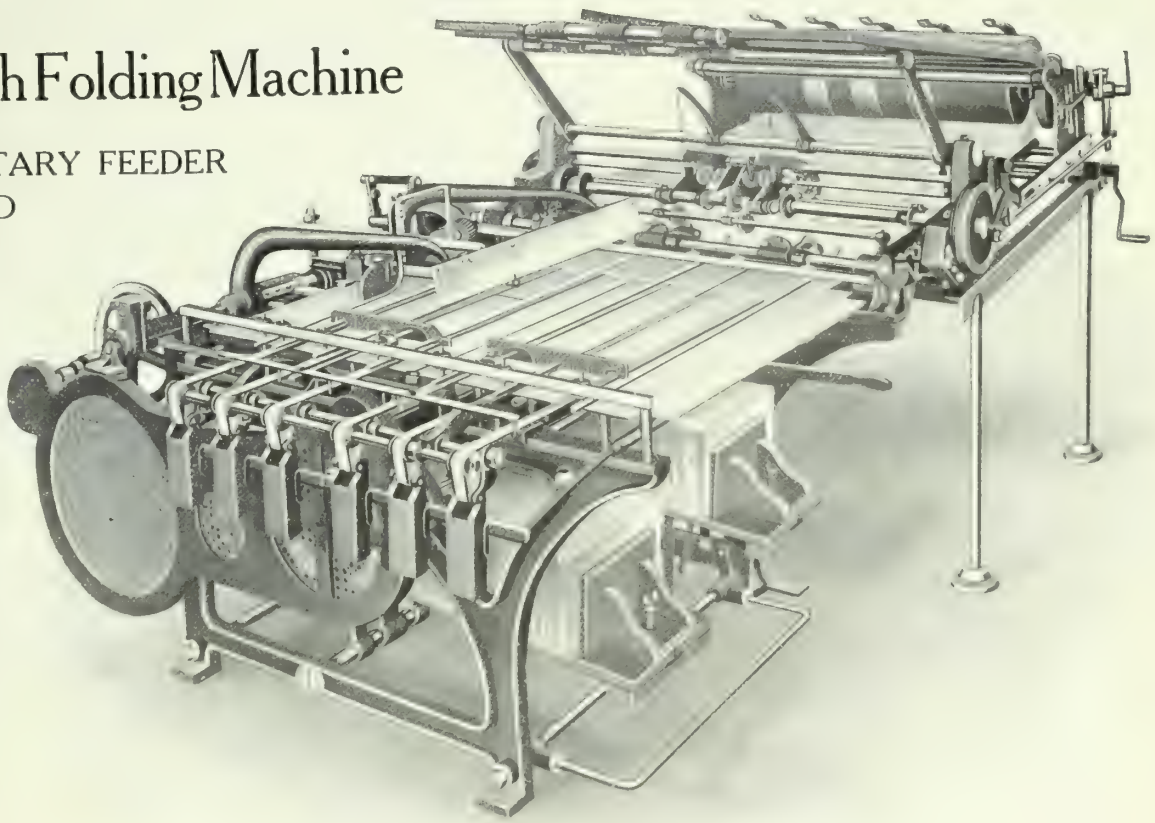
RITCHIE & RAMSAY, Limited

TORONTO - CANADA

BUY DIRECT FROM MANUFACTURER

Our Triumph Folding Machine

WITH ROTARY FEEDER ATTACHED



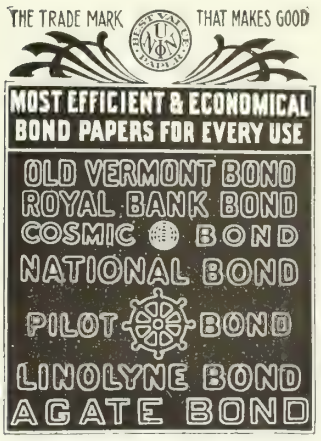
This folder has many advantages over all other folding machines.

These folders will handle all classes of work, both right angle and parallel, from newspaper to the highest class of Book folding.

TORONTO TYPE FOUNDRY CO., Limited, TORONTO, MONTREAL, WINNIPEG CALGARY, REGINA

When corresponding with advertisers please mention PRINTER AND PUBLISHER.

How Best Value Service Increases *Your* Profits



Send for Samples.
Compare Qualities.
Consider Prices
and
Judge for Yourself

IT gives you a wide variety of stock to select from—assures you getting exactly the paper you require for each individual job. Every paper in the Best Value Lines affords the *greatest value* for your money—*satisfies* your customers better—and enables *you* to get *more money* for your work.

By taking advantage of this service you not only get the paper you desire, but you are sure of getting it *when you want it.*

And the wide variety of the Best Value Lines include

PAPER and CARDBOARD

ADAPTED TO EVERY USE

This wide range of selection affords ample scope for the personal preferences of your customers—for qualities fitting the particular use to which the papers are to be put, and every paper offered means *a maximum of Paper Value at a minimum of expense.*

If interested, write us on your letter-head NOW.

Union Card & Paper Co., (Dept. C) 45 Beekman Street, New York

IF YOU COULD TELL IN ADVANCE

just how a colored ink would look on a colored cover paper—you could frequently save much proving cost, couldn't you ?

The Niagara Sample Book & Color Guide

is a Reliable Prophet

Fifteen attractive colors are shown on forty-three different shades of stock. They are also shown on white.

The colors are accurately keyed so as to simplify the choice of proper inks.

Each stock is printed in three colors, and recommendations are made for two color combinations and one color impressions that harmonize with the stock used.

A copy of this book at your elbow will prove invaluable.

It will cost you nothing if you state your desire on your business stationery.

Write us to-day and we will mail your copy at once.

Niagara Paper Mills
Lockport, N. Y.

JOHN KIDD & CO., Limited

Printing Ink Manufacturers, London, Eng.

announce that they have appointed the undermentioned firms agents for the sale of their well-known and popular Printing Inks, all of whom carry large stocks.

For the Provinces of Ontario and Quebec:

Stephenson, Blake & Co.,
122 Bay St.. Toronto

For the Provinces of Manitoba, Saskatchewan and Alberta:

John Martin Paper Co., Ltd.
Winnipeg

For Nova Scotia, the Maritime Provinces and Newfoundland:

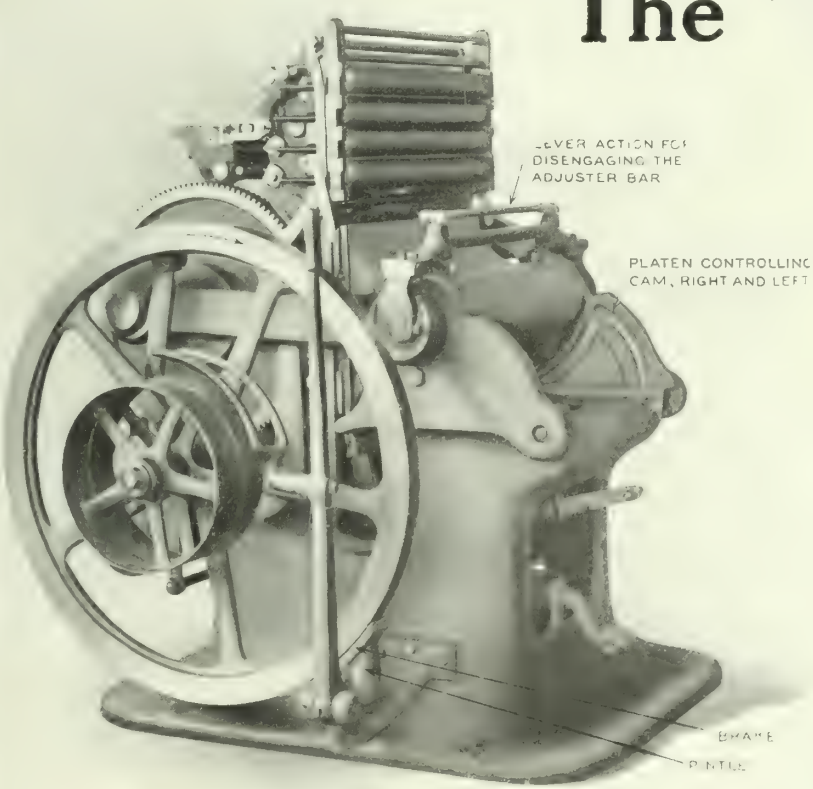
The Printers' Supplies Ltd.
27 Bedford Row, Halifax, N.S.

For British Columbia:

The Columbia Paper Co., Ltd.
1043-7 Hamilton St.,
Vancouver

Please write to nearest agent for specimen book and price list.

The "Laureate"



THE JOHN THOMSON PRESS CO.'S LATEST ART PRESS

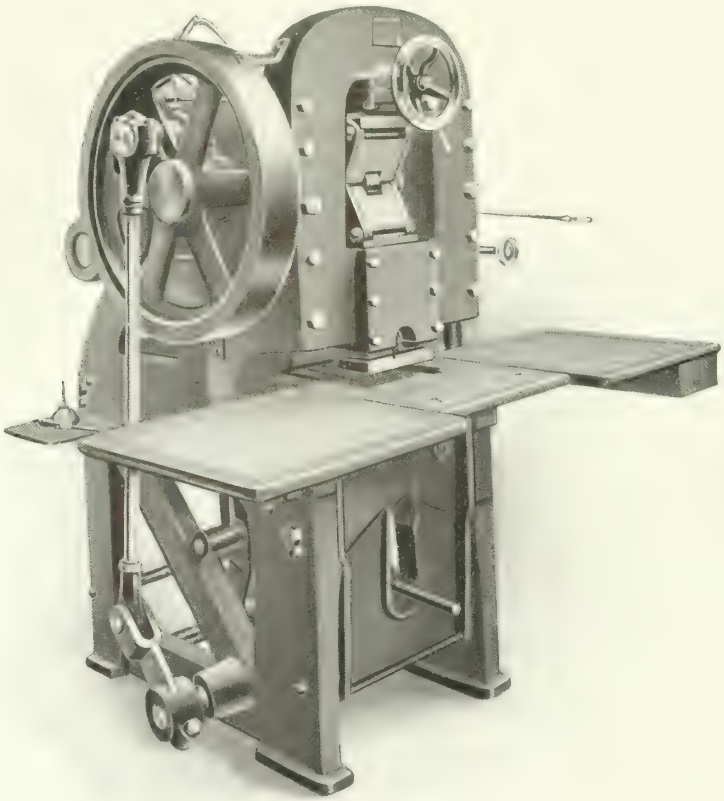
or Model-J, is especially intended for work of a character requiring very heavy impressions at relatively low ranges of speed, say from 1000 to 1400 impressions an hour.

The particular function of the "Laureate" is for printing half-tones, multiple-color plates, tint-blocks and combinations of cuts, borders and type, of a size and character which, hitherto, have usually been done on cylinders. Also for executing thick and stiff cardboard signs, difficult (in some instances impracticable) to print on cylinders.

Write to our nearest branch for descriptive catalogue and prices

Toronto Type Foundry Company, Limited

TORONTO MONTREAL WINNIPEG
CALGARY REGINA



The Carver Automatic Die Press

STANDS FOR

Economy of Production
Greatest Variety of Work
Perfect Register
Increased Output
Profits for the Printer

The Jewellers' Box Lid Feeding Device Makes Carver Presses Unique

Sole Canadian Agents

Miller & Richard

WEDDING CABINETS

FOR JUNE WEDDINGS

A FULL LINE. A LARGE STOCK.
AT TORONTO AND MONTREAL.

Send for samples and prices.

TRADE MARK

This design a guarantee of quality

CANADA PAPER CO. LIMITED

Colored Papers a Specialty

Toronto Montreal Windsor Mills, P.Q.

The Little Giant Multiplex Punching Machine



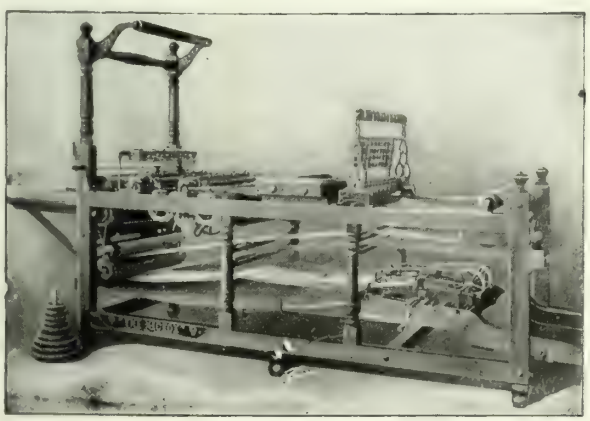
Punches round, open or special shapes of holes.
Cuts index cards.
Cuts round corners on thick pads.
A perforating attachment 20 in. long.
Punches full one-half inch.
Either for foot or power.
Punch heads made in one piece.
No gauge heads required.

Punch heads or attachments are not included in price of machine, as no two machines are ordered with the same equipment.

Foot Power Giant Machine, no equipment $65.00
Power Giant Machine no equipment 85.00

TORONTO TYPE FOUNDRY COMPANY, Limited
TORONTO MONTREAL WINNIPEG CALGARY REGINA

HICKOK RULING MACHINES

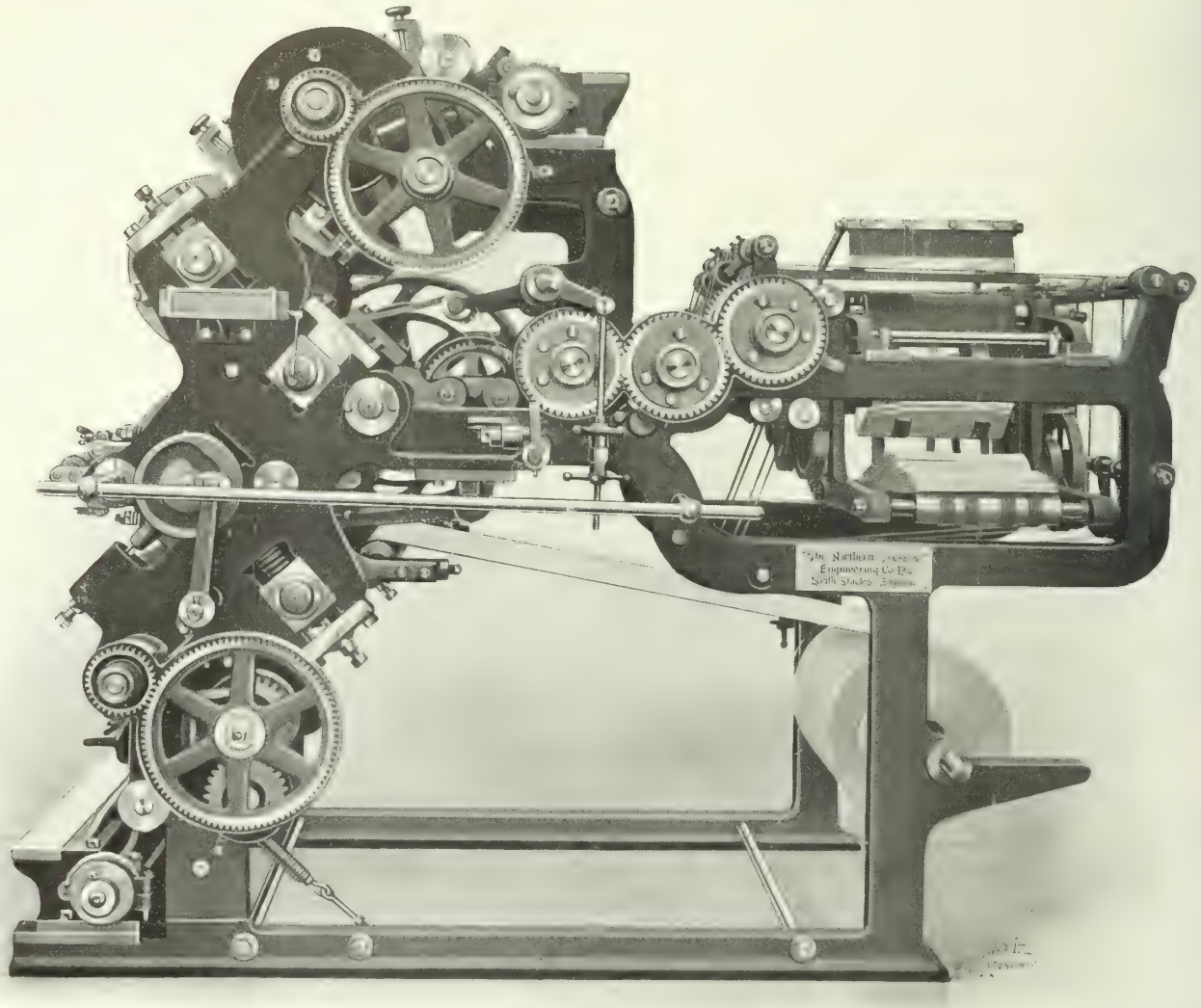


Paging Machines
Board Shears
Signature Presses
Standing Presses
Embossing Presses
Backing Presses

Sole Agents:

MILLER & RICHARD

Rotary Bulletin
Web Printing and Folding Machine



The above illustration shows the machine which has been erected in the Globe Office, Toronto. It is a two-color press, printing from curved wooden and lead type, which is set up right into the cylinder.

The speed of this press is 10,000 an hour. It can also be made to deliver the Bulletins or Bills on open delivery and in one or three colors.

The Northern Press & Engineering Co., Limited

Makers of Rotary Newspaper Printing and Folding Machines of all classes, printing from 1 to 8 rolls of paper. Also makers of the "Norpress" Flat Bed Web Printing and Folding Machine and The "Multiplate" Plate Casting and Finishing Machine.

Canadian Representative:
JAMES ANNAND
Box 456, Toronto P.O.

Do You Need a Type Caster?

How much money do you spend a year for new type, quads, and spacing material?

How much more ought you to spend to get more business by giving your customers better printing?

How much time do your compositors waste hunting for sorts, "picking" and resetting because of short fonts?

How much time do they spend on distribution? Our Type Caster will save over fifty per cent. of this loss.

How much time do you lose on press trying to print from worn-out type?

How much do you spend on plates to save wear on type and the expense of keeping foundry type standing?

Did you ever see a bricklayer hunt for bricks, or a carpenter pull nails out of a finished job, to get material to work with? Do you let your compositors work without sufficient material?

The Vital Value of Matrices in a Type Caster

Would you make a long-time contract with a type-foundry to use its product exclusively—for that is what you do when you install a type caster and start your own type-foundry—without the most positive guarantees on these points?—

First: That this foundry has now—not "in preparation"—a complete assortment of faces ample to satisfy your present needs and to take care of your future growth. That this foundry is successful enough to be able to, progressive enough to be willing to, keep pace with the ever-changing styles in typography by constantly adding new faces.

Second: That this foundry is a permanent institution with a record of success that insures that it can supply you with type (in your case, matrices to make type) at any time; for, to be unable to get type to correct your standing matter or keep up your cases is intolerable.

A Type Caster without matrices is as useless as type cases without type.

Our Type Caster gives the printer a choice of over 1,000 fonts, and the matrix families are still growing.

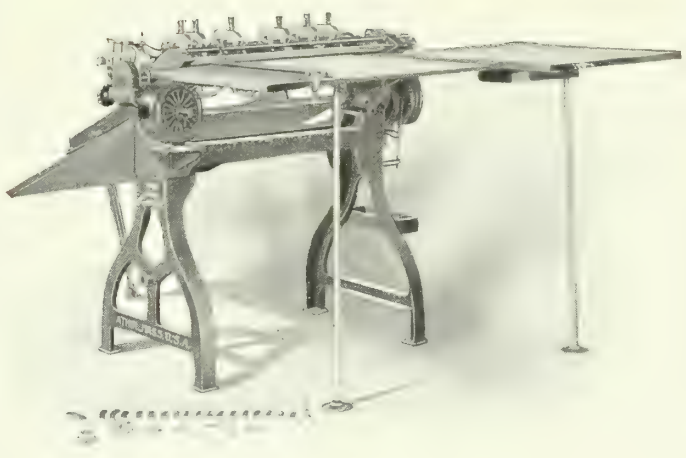
Lanston Monotype Machine Company
Philadelphia

Miller & Richard, Toronto and Winnipeg
Canadian Representatives

340

This ad was set in Nos. 21E and 68, and Monotype Borders

National Rotary Perforator



embodies all the latest improvements, and is the strongest and most durable Rotary Perforator of its kind manufactured.

No strings. No tapes. No bands. No burr. No ragged edges. No pounding of stock. Mechanically perfect. Simple to operate. Low cost of maintenance. Knives practically indestructible. Rapid feed. Durability. Workmanship. All parts interchangeable. Fully guaranteed. Special attachment.

ADDRESS INQUIRIES TO THE SOLE CANADIAN AGENTS:

MILLER & RICHARD



Write for samples of our

CROXLEY

AIR DRIED PARCHMENT

A distinctive commercial grade, at a medium price, suitable for Letterheads and general stationery manufactured at our Croxley Mills and stocked by

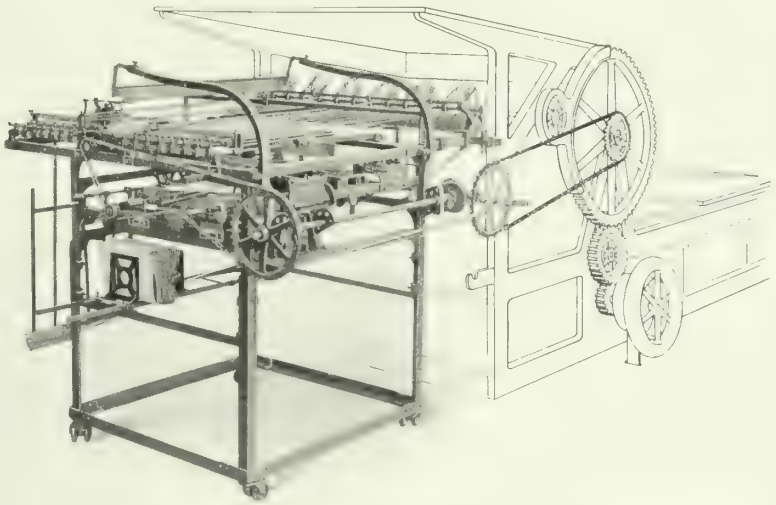
JOHN DICKINSON & CO., LIMITED

Makers of High Grade Printing and Writing Papers

CROXLEY HOUSE, Lemoine Street, MONTREAL

THIS Folder will take Your Newspapers right from the press and deliver them ready for the Post Office.

The Omaha Folder will handle perfectly sheets from any rear delivery press that will deliver the paper within a radius of one inch of the centre, and any press will do this.



Special features of the Omaha Folder are the *Insert Attachment, Trimmer, Jogger or Auto Straightener.*

THIRTY DAYS' TRIAL TO RESPONSIBLE PUBLISHERS

FIVE YEARS' GUARANTEE

No. 2 Model C, complete with Insert Table, Trimmer and Press Attachment, 6 col. fol. to 6 col. quarto, $328.

No. 3 Model C, complete with Insert Table, Trimmer and Press Attachment, 6 col. fol. to 7 col. quarto, $340.

F.O.B. CARS TORONTO OR WINNIPEG. WE SEND MAN TO ATTACH.

TERMS:—Quarter cash after 30 days' trial, balance in ten equal monthly instalments. No interest if paid promptly when due. 8% interest after due. 2% for all cash at end of trial period.

Sole Canadian Agents:

MILLER & RICHARD

TORONTO -:- MONTREAL
WINNIPEG -:- VANCOUVER

THE PHOENIX
ART PLATEN PRESS

(MADE IN LEIPZIG, GERMANY)

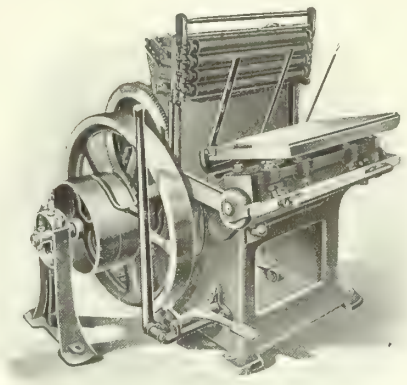
Four Form Rollers—Two ink form on downward stroke and the other two ink on upward stroke. Double reciprocating Ink Distributor Drums, Fountain Trip, Massive Impression, Minute Impression adjustment, Platen absolutely locked while on Impression, Automatic Side Register Gauge for color work, Safety Hand Guard and Universal Clutch and Break combined. For Art Work, Embossing and high grade Letter Press Work, this Press is unexcelled.

SEE THEM IN USE

MILLER & RICHARD

SOLE CANADIAN AGENTS

TORONTO, WINNIPEG, MONTREAL, VANCOUVER



FOR LETTER-PRESS, HALF-TONE AND 3-COLOR WORK, EMBOSSING, CUTTING AND CREASING.

THE GALLEY IMPROVED

"UNIVERSAL"

In designing this press we have considered the absolute need of space economy in the average plant and yet have embodied the features that give accuracy of results with long service.

The many styles and sizes are covered by our catalogue. Ask for it.

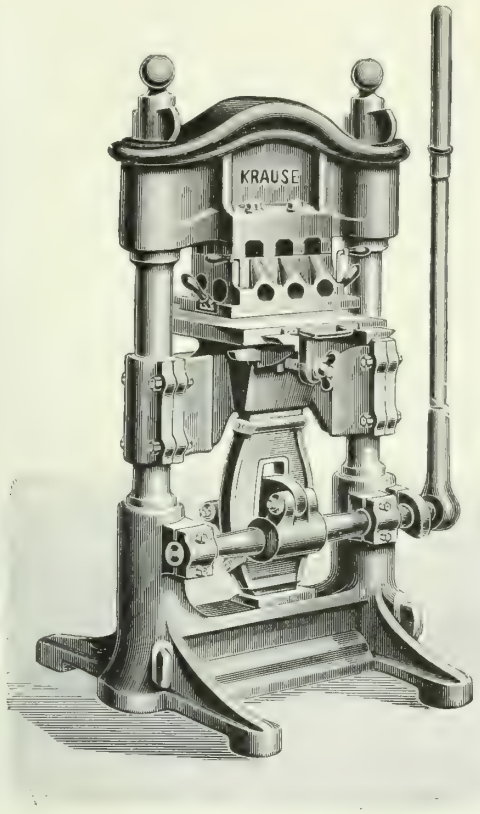
Sole Canadian Agents:

MILLER & RICHARD

Georgetown Coated Paper Mills, Limited

Manufacturers of High Grade Coated Papers & Cardboards

OFFICE AND MILLS AT GEORGETOWN, ONT.



Model BC

KRAUSE

Lever Blocking and Embossing Presses

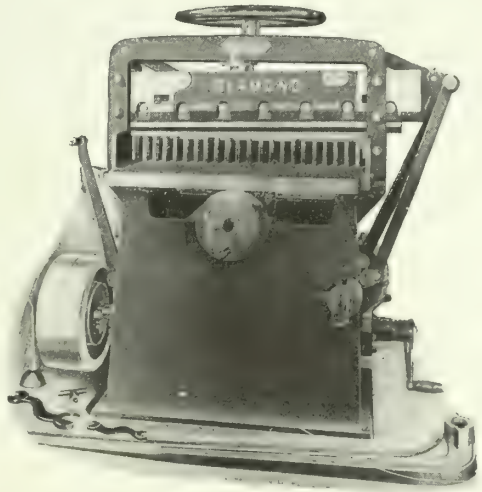
SPECIAL STRONG CONSTRUCTION
KNUCKLE JOINT AND CRANK MOTION

'Tis a pleasure to work with these Presses!

KARL KRAUSE, LEIPZIG, GERMANY

Also sold by several Canadian Importers of Printers' and Bookbinders' Machinery

COMBINATION "DIAMOND" PAPER CUTTER

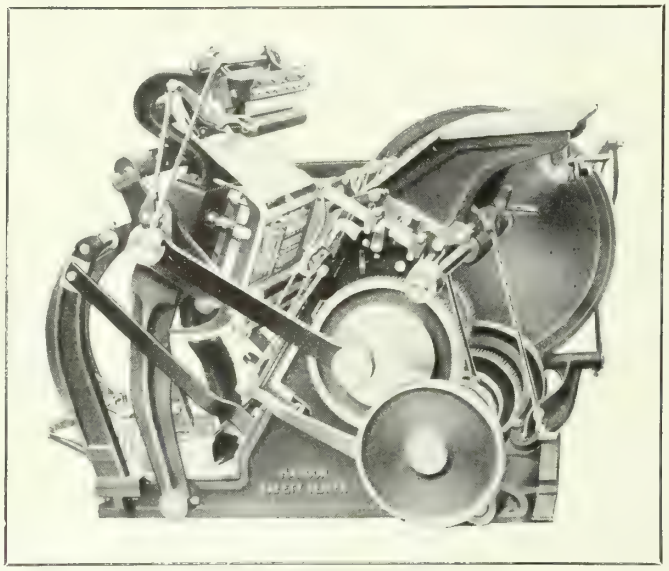


Can be operated by hand or power. Absolutely flawless in its performance. This beautiful machine will give constant service under the most exacting conditions. Look into the wants of your plant and communicate with us for full explanation and demonstration.

Address Sole Canadian Agents:

MILLER & RICHARD

The Platen Press that Trebles Your Output



THE HADDON SAFETY

will turn out as much work as *three* of your ordinary platen presses—work you will earn profits from—work you will be proud of.

When your feeder runs the Haddon Safety he loses no time drawing sheets out of the press, for they are automatically delivered, while the automatic jogger eliminates the waste time of straightening the sheets after the job is run off. Gauge pins are unnecessary.

An exclusive feature of the Haddon Safety is the moveable make-ready plate which enables the pressman to make ready in the best light possible, while the press is otherwise being prepared for the job by cheaper labor. By this plate one job may be removed from the press before completion to permit a rush job to be run off and again replaced without loss of time or the necessity of a new make-ready.

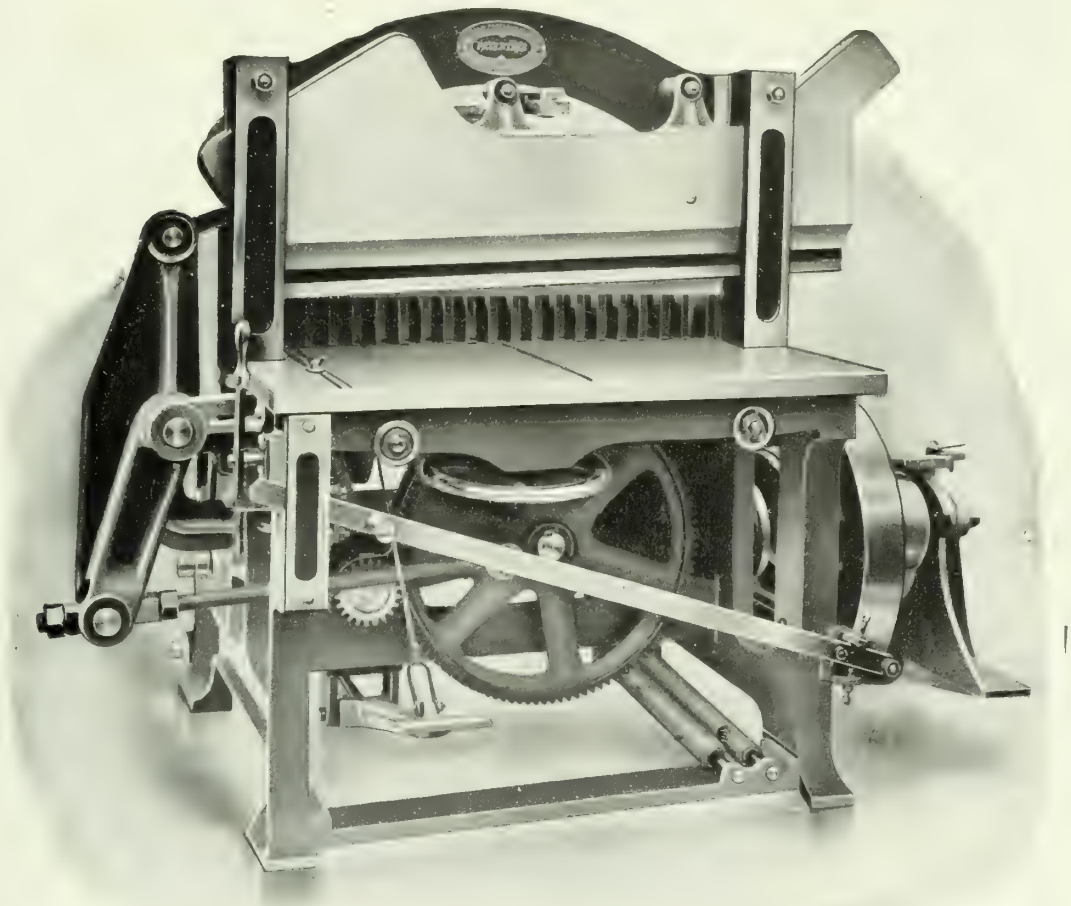
The gripper feed attachment ensures perfect register at highest speed, without danger to your feeder.

Wouldn't you like to know more about this serviceable, economical and profit-earning press? Write us to-day for complete particulars and quotations.

Anglo-Canadian Type and Printing Machinery Co., Ltd., 124 York St., Toronto

W. GORDON MONTGOMERY, Manager.

The Crosland "Advance"



The Human Action of Cutting

is done in a manner that will cause least effort.

The edge of the knife is entered on the slant, and drawn through the material to be cut, thus severing a little at a time.

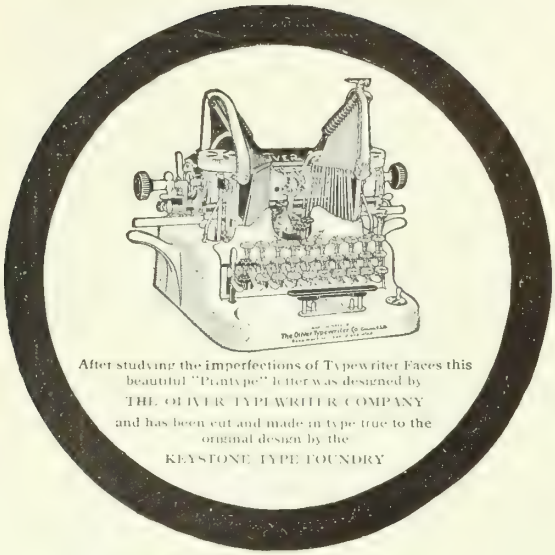
In designing the Crosland "Advance" Auto-Clamp Cutter, care has been taken to follow out man's method as far as possible, and to get the maximum out of the machine with the minimum of strain upon itself and on the motive power.

To achieve this result the knife is hung at an angle with the table, and, in travelling, it first comes into contact with one end of the pile to be cut, and, in working gradually through the pile on the slant, finishes parallel to the table, having made a good diagonal sweep.

Drop us a card to-day for fuller particulars of this Distinctive, Economical Cutter.

Anglo-Canadian Type and Printing Machinery Co., Ltd., 124 York St., Toronto

W. GORDON MONTGOMERY, Manager



PHILADELPHIA NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO

KEYSTONE TYPE FOUNDRY

A SHOWING OF THEIR 12 POINT

NEW OLIVER PRINTYPE

MADE DIRECTLY FROM THE ORIGINAL CHARACTERS

CANADIAN AGENTS
GEO. M. STEWART, 92 MCGILL STREET, MONTREAL
PRINTERS' SUPPLIES, LTD., 27 BEDFORD ROW, HALIFAX, NOVA SCOTIA
ANGLO-CANADIAN TYPE AND MACHINERY COMPANY, 124 YORK ST., TORONTO

Philadelphia, Pa., U. S. A.

Mr. Master Printer
Prosperity City, Everywhere.

Dear Sir:

To give the best there is in type founding products has always been one of the cardinal points in the desire of the Keystone Type Foundry, in fact it is one of the main reasons for our existence. This desire has never waned and we fully believe the increasing popularity of the Keystone can be attributed very largely to this one feature. This assertion is assuredly strengthened by the testimonials of the thousands of satisfied printers and publishers who are to-day using our productions to the practical exclusion of all others.

The growth of anything is stunted unless properly nourished. We could not live, let alone grow without the nourishment afforded by our customers--and we have grown. A few years back we were practically a local concern, and hardly known outside our own baliwick, while to-day we are known throughout the world, with busy warehouses in New York, Chicago, Detroit, Atlanta and San Francisco besides the main office and Foundry in Philadelphia.

It is said "A Machine is only as strong as its weakest part." We believe a printing establishment is only as strong as its type, for the foundation of printing is type. It is evident, therefore, that the best results can only be attained by using the best type. Type is our strong point and practically our main efforts have been directed in making it of the highest quality.

TWELVE POINT OLIVER PRINTYPE

The following characters are furnished with each complete font:

a b c d e f g h i j k l m n o p q r s t u v w x y z A B C D
E F G H I J K L M N O P Q R S T U V W X Y Z & $ 1 2 3 4 5 6
7 8 9 0 ½ # /) . , : ; ' - ! ? " _ @ ^ = * ¢

12 Point 20 \ $1.70 100 a $5.65 Font $7.35 Justifiers in 1 and 5 lb. fonts at 52 cts. per lb.

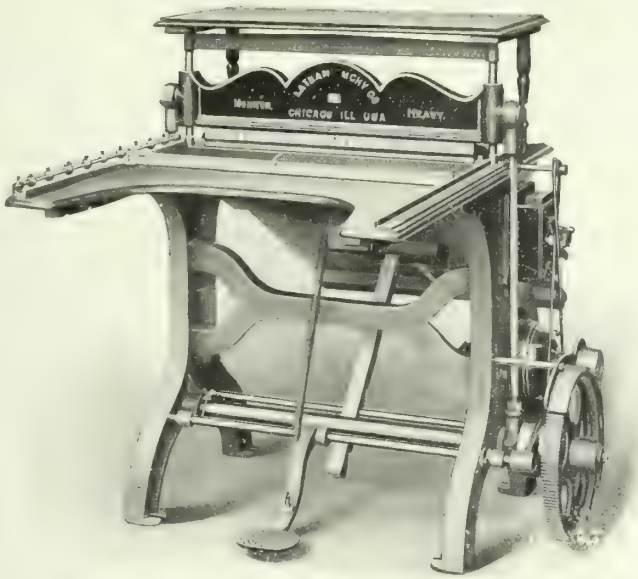
Are You Installing a Bindery

Let Latham Figure with You

Complete Bindery Outfits

Write for Estimates

Wire Stitchers Perforators Punching Machines
Box Stitchers Paging and Numbering Machines Embossers
Standing Presses Creasers Job Backers
Table Shears, etc., etc



Monitor Extra Heavy Power Perforator with Feed Gauge Receiving Box, Back Roll Delivery and Motor Attached.



Monitor Rotary Creasing and Scoring Machine

Latham Machinery Company

306-312 So. Canal Street CHICAGO
NEW YORK, 124 White St. BOSTON, 130 Pearl St.

CANADIAN AGENTS:
GEO. M. STEWART, 92 McGill Street, MONTREAL
H. J. LOGAN, 114 Adelaide Street West, TORONTO

BROWN BROS.

LIMITED

Cardboards

We have just completed our new set of samples. If you do not receive one in the next few days mail us a card and same will be forwarded at once.

Flat Papers

The paper manufacturers having withdrawn all their prices on bonds, writing and ledger papers, we are forced to advance our price. However as we have a large stock on hand we are prepared to accept orders for present delivery at list prices.

51-53 Wellington St. West
TORONTO



Roller Series



High Arm Series

Beautiful Proofs Immediately

Proofs that are as clear and perfect as the run itself — on the stock selected for the job. Produce them at once—without holding up a press —without locking up the form. Possible only with the

VANDERCOOK PROOF PRESSES

Roller Series

Designed especially for rapid work. Inking attachment revolutionizes galley proofing in quality and speed. Printing surface 10 x 25 inches. Also furnished without inking attachment.

High Arm Series

The simplest form of "curved platen." Very rapid, and a necessity in every job and publishing plant. Hundreds of users. Made in three sizes 12 x 18, 11 x 25, 17 x 25 inches.

Your Sample Proofs are Ready

MILLER & RICHARD
TORONTO -:- WINNIPEG
Eastern Sales Company, *Manufacturers*, Chicago, Illinois

From Profits or Losses?

WE all advertise.

A man advertises his character by his deeds, his wisdom by his words or by his silence. A merchant's store, stock and windows speak either well or ill of his business.

So when a man says "No, I do not advertise," he knows not what he says. What he really means is that he does not publish printed advertisements.

Some proclaim this as though it were a virtue—yet spend much effort and invest much money in advertising their business through mediums other than the printed word.

They make their wares fit for a king—yet hesitate to introduce them to Brown or Smith.

This is inconsistency.

The truth is, printed advertising is a vital force in *every* business, just as is the "silent" advertising of a product's quality or a merchant's service.

When you employ the Printed Word as your solicitor in the Court of Public Opinion, you build good will for your product or service—a good will that results in profit.

If unrepresented at this Court, your interests are as unprotected as though, when involved in a law suit, you failed to "enter an appearance" and the case is decided against you—by default.

So it is clear you pay for advertising—one way or the other. If you pay it wages, it will work *for* you.

If you refuse its offers of service, it will work *against* you, in just the measure of its employment by your Competitors.

So you *are* paying for your advertising either out of your profits or by your losses.

Advice regarding your advertising problems is available through any good advertising agency, or the Secretary of the Canadian Press Association, Room 503 Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write, if interested.

The PRINTER & PUBLISHER

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF THE PRINTING AND PUBLISHING TRADES OF CANADA

Vol. XXI. TORONTO, JUNE, 1912 No. 6

The Story of the A.A.C.A. Convention at Dallas

By A. L. McCredie *

THE Canadian contingent—*in kilts*—was the feature of the Eighth Annual Convention of the Associated Advertising Clubs of America, held in Dallas, Texas, on May 19-23.

The Convention is notable for two things; first, there was a determination to eradicate politics and sectionalism from the activities of the Association in session, and thus leave the delegates free to absorb and to impart education on advertising; second, the entertainment which was provided was unique.

The Canadian Ad. Clubs came with the desire to secure the 1913 convention for Toronto, but they steadfastly refused to take part in any "deals" or to solicit votes. The work of the convention was the first consideration—the promotion of *"More and Better Advertising."* While Baltimore and San Francisco were turning the convention into a faction fight lasting throughout the week, in order to determine the location of the next convention, the Canadians were attending meetings; taking part in discussions; *"getting the goods"* of the splendid programme of education and advancement.

Outside of the splendid entertainment provided by the open-hearted Texans of Dallas and Fort Worth, and, indeed, as the chief attraction in all their functions, the kilties and their musical talent were the most enjoyable and most memorable feature.

The publishers and printers of Canada deserve credit for their large representation. They sent twenty of the total Canadian delegation of forty-four (men) delegates. These were: J. A. McDonald, L.L.D., Toronto *Globe;* Controller Hocken and Race Hocken, Sentinel Publishing Co., Ltd., Toronto; H. Cowan, *Farm and Dairy,* Peterboro'; Mr. Hardy, *Canadian Horticulturalist,* Peterboro'; F. W. Crabbe, Ottawa *Citizen;* Adam L. Lewis, Southam's, Limited; Toronto; Clarence Acton, Acton Publishing Co., Limited, Toronto; F. Grice, Reid Press, Limited, Hamilton; A. L. McCredie, *Printer and Publisher,* Toronto; Roy Fry, MacLean Publishing Co., Limited, Toronto; Charles Hannon and J. MacKenzie, Grip, Limited, Toronto; George Fleming, Atwell Fleming Printing Co., Limited, Toronto; J. Latremouille, Ault and Wibourg Co., Limited, Toronto; P. Megan, *"Industrial Canada,"* D. H. Ashley, *Motor Magazine,* Toronto; Don Tuck, *Economic Advertising,* Toronto; Mr. Moran, Quebec, and last, but most important, the indefatigable and diplomatic chairman of the Dallas Convention Committee of Toronto Ad. Club, W. G. Rook, President of the Canadian Home Journal Publishing Co., Limited, Toronto.

Other Canadian delegates were Messrs. Fenwick and Picquard, of Quebec; Messrs Laing and T. G. Morgan, of Montreal; Mr. Marshall, of Eddy Advertising Service, Ottawa; Messrs. C. W. McDiarmaid, W. A. Lydiatt, L. D. Ray, Adam F. Smith, J. E. Casson and F. W. Hunt, of Toronto; Messrs. Harp and Pickles, of Brantford; Mr. Hines, of Hamilton; John Blackhall, the treasurer, transportation manager and trouble-saver of the Canadian delegation; Jules Brazil, Musical Director of Toronto Ad. Club, who was the genius and conductor of the now famous Toronto kilties at the Convention, and who in soberer times is Professor of Music at St. Michael's College, Toronto; and R. Redferne Hollinshead, tenor soloist, who stormed and was stormed by the three thousand delegates from the big cities of the continent and hailed by all as the best tenor out of Grand Opera. Nor must I overlook the pipers, Messrs. Anderson and McLean, and the feat-performing drummer, Newlands, of the 48th Highlanders, who led the spectacular Canadian Kilties in all their stunts and marches.

Every publisher and printer is an advertising man, and so will picture sympathetically the feelings and performances of fifty-four, traveling 1,500 miles continuously in a special train, for the credit of Canadian advertising! Wearisome and enervating as it was, the trip was relieved by the enthusiasm of

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the interesting meetings ahead, the hopes of and plans for landing the Convention, the street-organ recital by Jules Brazil, the carolling of our quartette and of Percy Hollingshead, the best fellow ever, the inspiring conversations of Dr. MacDonald, and the occasional "Kiltie" parades for practice sake.

Two accidents—both harmless—occurred. A wreck of the Wabash ahead of our train detained us in Indiana for a few hours. Our locomotive broke down in the field 20 miles short of Dallas, and we fraternized with the New York delegation, which joined us at St. Louis, and enjoyed the quiet, park-like country side, deep grassed and starred by many-colored flowers.

THE ARRIVAL AT DALLAS.

Our first real sense of the Ad.-men's Convention came at Dallas, as we marched to our quarters at the Southland through swarming, cheering crowds and brightly lit streets. Perhaps it was partly the smart business streets, that typified the enterprise of this great South-west; perhaps it was the unusually excited applause of the well-dressed people that had heard of and for long hours waited for the famous advertising Highlanders: anyway, we knew we were friends, and at a splendid pic-nic, at that!

Baltimore and San Francisco, the other towns inviting the Convention of 1913, had their delegations waiting for us at the Hotel; and when our pipers, our cheers for Dallas and for our rivals had stopped, they cheered also—for themselves! The Canadians struck their gait and their key-note in that first meeting upon landing, tired and a little bewildered, in another country, another climate. Sportsmen they were, fallen among politicians, in a nation of politicians. It is significant that the great majority of the United States delegates, then and throughout the Convention, approved and applauded the new way of sportsmanlike and gentlemanly fighting, and came to call at "the Canadian way."

THE PURPOSE OF THE CONVENTION.

But the real purpose of this convention of the Associated Advertising Clubs of America was to confer upon the past year's developments and plan for the coming year's work—for Greater Efficiency in Advertising. To remove from all media the discreditable advertisements and to fill the vacated space with cleaner, *new* advertising, is perhaps the idea behind the Association, put in fewest words. To accomplish it, two things at least are essential; the man who *can* honestly and honorably be *allowed* to advertise, should be *induced* to do it; and the public which reads appeals made by advertisements should be shown the difference between advertising as it used to be, and advertising as the Association is shaping and coloring and cleaning it up to be.

In this work, the Convention is the annual stock-taking. Prior to the Dallas or 1912 epoch, conventions of the Association were too largely a combination of political scheming for sectional advantage or "city-boosting," with hilarious entertainment of both the spectacular and the joy-ride styles. The Dallas convention sounded the death-knell of that kind of thing and hereafter the objects of the Ad. Clubs will be seriously the single purpose of the annual meeting. The lay sermons by the President of the Association, a Christian worker of the wonderful new order, and by J. A. MacDonald, of the Toronto *Globe*, were the formal openings of the Convention, on Sunday, May 19. The latter address, adorned by the gripping melody of Mr. Hollinshead's wonderful tenor voice, and by the organ recital given by our musical director, Jules Brazil, was a trumpeted declaration of the new, nobler policy in advertising which struck to every heart and left conviction. Talked of by press and people through all the convention, that seed will sprout the sturdy oak and revolutionize publishing in the next few years.

THE OPENING SESSION.

The Sunday opening further solemnized and inspired the uplifting development in advertising through addresses and concerts given by ad. men in afternoon and evening. "The Church Outside the Churches," and "The Get-Together Spirit" were the significant subjects of the two more important addresses.

The sessional program for the two days of solid work cannot and need not be given in full. After the addresses of welcome of Texas notabilities on Monday morning—"from the Governor to the Chief of Police" as one delegate expressed it—and the reports of officers, "Retail Advertising" was discussed in a paper by Julius Schnieder of the Chicago *Tribune*. He gave valuable advice to retail advertisers which covered in brief much of his well-known recently published work on the "Library of Advertising."

Luncheon was served at the Country Club after a monster automobile parade covered the intervening two dusty miles in 1,500 machines. An acre of fried chicken and lemonade hustled by niggers of the Southern variety, frizzled in the glaring burning sun; as did the Canadians under their scant forage caps—and between kilts and stockings!

Before and after cleaning up the tables on the golf course, in which 4,500 other people assisted, the Canadian kilties performed their unique stunts in parade, song, and the Highland fling, with Baltimore and Frisco lost in the shuffle. So determined were the guests to make the most of an entertainment of which the Canadians were—outside of the homely but necessary chicken—the only feature, that the afternoons General Session was postponed for two hours. When it resumed, Educational Committee work was discussed, Messrs. MacDonald, of Des Moines, McCredie, of Toronto, Shay, of Baltimore, Ayres, of Frisco, and others, speaking. The afternoon ended with a dash into the vexed subject of "Vigilance Work"—the cleaning up of advertising—in which Mr. Fenwick, of Quebec gave the leading speech in point of advancement along right and reasonable lines.

At the press dinner on Monday evening, J. A. MacDonald, of the Toronto *Globe*, struck again the high, clear note of service in advertising and won the appreciation and admiration of the newspaper and eminent advertising men who were present.

The evening's programme consisted of three excellent papers on Municipal States, and Sectional Advertising, and a huge 500-party for the ladies, seating hundreds from visiting delegations and local society. At the Opera House the sensation of the evening was the arrival of the English delegates, heralded by the bag pipes and escorted by the Kilties of

Toronto. They presented Dallas with a large and beautiful British flag with the greetings of the 600 ad. club members of London, England.

TORONTO AD. CLUB PRESIDENT SCORES.

Analyzing the demand for your goods" was the subject of an address on Tuesday morning by C. W. McDiarmid, President of Toronto Ad. Club, in which he showed the feasibility of charting and cataloguing the demand for a given commodity, by counties, towns and sections. Nothing more thoroughly practical or advanced was given to the advertisers in the whole convention.

FREEMAN TALKS ON THE PUBLISHERS' DUTY.

"The Publisher's Duty to his Advertisers" was the subject of an address by W. C. Freeman of the New York *Evening Mail*, at the newspaper section.

He said the first duty of the publisher is to establish in the local advertiser's mind the integrity of his rates for advertising space. One rate card to one and all, no "confidential" rate to any, and, if possible, or as nearly as possible, the flat rate; are the principles this veteran of good and successful advertising promotion puts next. Rates should not be too high, but *must be high enough* to insure a good legitimate profit on each and every line of space. Speaking of circulation statements, he said "Advertisers may not always adhere strictly to the truth in their public announcements, but they like and respect the truth from the publishers. Give the advertiser the facts of amount and distribution of circulation, and do the same fairly for your competitor as well."

Other advice given by Mr. Freeman may be summed up as follows:—Convince your advertisers that all good advertising pays, wherever done. You can't lose by such a straight policy. See that your local advertisers *do* get results, by helping them to improve their copy, by playing up your advertisements for their news value as you do your reading matter. Good, real, store news *is* news to your readers. Go out and get it. Run it as news. Don't three-star it or mark it as "advt." But beware the free puff of the "opening." It is not news, but bosh! Boost your local businesses—banks, industries, stores, etc. Do not suppress legitimate news lest it offend an advertiser however "big." But don't be "yellow." It doesn't pay in the long run, and does no good.

On the other hand, do not let the advertiser think he can run or dictate the policy of the paper, or break contracts because of real or imagined detrimental news items or editorial. The advertiser should be made to clearly understand that the newspaper is a business, run for and entitled to profit, as is the store. He should be convinced that withdrawal of his advertising will *not* ruin the paper and that special favors and special positions are to be had only by paying for them. If he has extra printing to do, let him pay for it. The newspaper composing room is not the private job office of the advertiser. In short, the publisher is entitled to the same courtesy granted to any other business man and must see that he gets it.

CLEAN ADVERTISING.

James Schermerhorn, of the Detroit *Times*, in the same session of the newspaper division, told experiences to show that advertising columns could be kept clear of fraudulent advertising. His method, on the large daily is the employment of an "Advertising Editor." Information as to reliability of advertisements is available—but if in doubt about acceptance, do as does the editor: "Don't." This was worked out by the *Times*, notably in refusing Cobalt and bunco stuff, and resulted in valuable prestige among readers and advertisers alike. It was further applied to a large instalment plan house, exposing shameful methods of doing business. Florida lands, rotary engines, rubber plantations, piano puzzle frauds, loan sharks, medical frauds and crook quacks all had been shown up in news columns as well as refused space. Mr. Schermerhorn is convinced that this policy pays!

A. L. Shuman, of the Fort Worth *Star-Telegram*, chairman of the newspaper section, is worth quoting on one point:—"The best way for the newspapers to preach honesty in advertising is to practise what they preach and be absolutely honest in *their own advertising*—giving true and completely detailed information as to circulation to the advertisers. Show what percentage is paid for and what is unpaid. Tell him what part of it is forced by circulation contests and other schemes, etc."

After a rapid-fire review, in a series of clever papers, of the morning's separate sessions for newspapers, magazine agents, and advertisers, the afternoon session closed, to clear the way for the big reception given by President Coleman, in the enormous Coliseum. The ball which followed was brightened by the scarlet and white uniforms of the Canadians, the popularity of whom was shown by persistent requests for a "Kiltie" parade around the ball-room and the Highland fling once more.

A DAY AT FORT WORTH.

Wednesday was memorable for its holiday at Fort Worth, forty miles away, with its terrible heat, its sandy winds, its ranch life and cowboy demonstrations with actual bucking broncbos and real longhorn cattle! Everybody ate lunch in two sections; hot, from the cowboys' camp outfit, the grub being of the special variety known as "son-of-a-gun," and cold, being wrapped in paper (three courses!) and handed out in deep crown of a Mexican straw hat—the property of the guests when emptied. A dinner in the town ended the day. The striking event was J. A. MacDonald's speech in the morning, at the opera house, in which he thrilled the audience of "Americans" by his statement that this continent was "one people, but with two flags, now and always standing shoulder to shoulder and shoulders together for mutual benefit and world wide peace." He made votes for Toronto large estimates were made, and warm words of admiration, wherever the Canadians went the rest of the day.

BALTIMORE GETS THE 1913 CONVENTION.

The session on Thursday morning was devoted to reviewing and closing out sessional business, executive sessions, and presentations. The afternoon was given to elections and resulted in the unanimous re-election of the previous officers, and *the election of Baltimore, NOT TORONTO, as next year's Convention City.*

San Francisco, at the request of the Association's chief officers, withdrew on the floor from the three-cornered fight that had been agitating the convention

to the detriment of sessional attendance from the first day. J. A. MacDonald, of the Toronto *Globe*, made a magnificent speech, the fourth of a magnificent series, holding for the claim for recognition of the international character of the Association, and pointing out what every delegate had observed with wonder from the start, that Canada's bid for the Convention in 1913 was an invitation backed by open publicity, and free from secret politics or trades for votes.

The constitution was, in the same voting session, amended, removing the selection of the Convention city in future from the delegates to the Executive officers and the Board of Directors, and there is positive assurance that Toronto will be handed the convention in 1914 on a silver plate.

The Canadian boys were absolutely overwhelmed with warm praise for their gentlemanly clean fight and their refusal to canvas for votes so as to interfere with convention work proper. The best test of their enviable reputation in the Association is the fact that all the Pacific coast clubs voted for Toronto almost to a man! The Canadians have been the chief and most pleasing entertaining feature. They have demonstrated sportsmanship to a people who need and who admire such a demonstration. They took their defeat with a cheer for the victors and the assurances of help in making the Baltimore convention a success. They voted to make the convention's decision unanimous, the instant the decision was announced! "They are winners, though losers," say seventy per cent. of the delegates.

Weekly or Semi-Weekly?

By J. H. Hodgins

Editor, Picton "Gazette"

A SCORE or more of years ago, I am told, there was a fad for semi-weeklies in Ontario towns. Nine-tenths of the publishers who jumped at the idea as a circulation builder are back to weekly editions. Only in the almost-cities of the province has the semi-weekly thrived.

Why? Why is the "come back" to the weekly—evidently the survival of the fittest?

The semi-weekly, in a town, was the nearest possible attempt to copy the city daily. It seemed more of the stamp of a real "news" paper than the weekly. It brought the news of the small town and country side just a little nearer the time when it was news. In the majority of instances it was merely a "stunt" to beat out "our esteemed contemporary." With the subscription rate at the inevitable $1 per year, subscribers were made to feel they were getting double the value that the other fellow was handing out.

But why did the semi-weekly fail to make good? The very fact that the great majority of the semi-weeklies have dropped back into the old field is evidence that they failed, in a large measure.

It seems to me that it must have been the growing strength of the $1 dailies that crowded the twice-a-weeks back into their old places.

To my mind the small town paper comes under the battle flag of "Home First: The World Afterward." I think but few of the readers of the small town paper take it as a purveyor of world news. Its success must be based on the strength of its home news.

The so-called "country editor" can only build up his business by giving the people all the town and country news possible to obtain. That is why they buy his paper. The dailies come to us so cheap now-a-days, that to them we must look for the furnishing of world news. It cannot possibly "pay" the country publisher to compete with them on this score. His success alone lies in the giving to his readers that which the city paper cannot. His readers like to read the personal news—all about their very selves. If he would make his paper popular—and "popularity" in this instance means a bigger subscription list—he must thoroughly "cover" town and county.

I have found in my business that nine-tenths of our subscribers are subscribers, as well, to city dailies. This more than ever with expansion of the rural free mail delivery. More and more is it evident that the home paper is taken solely for the "home" news.

Strangely enough the average reader of a country weekly does not care for the home news while it is "news." Just to see what he wants in print—sometime—seems sufficient to please. Every editor knows the limited idea of most people when it comes to any "news" value. If a wedding, presentation, or similar "event" takes place—it never seems to matter to the people most concerned whether or not the account of the affair appears in the paper for a couple of weeks. If the editor waited for "one of those there" to send in report it would surely never appear for two weeks. It's a strange apathy; but it pretty well explains "why" people are as willing to have a weekly as a semi-weekly in their town.

For a journalist who gives up city newspaper work to enter the country editor's sphere there is ever so much more "fun," more life in the semi-weekly paper. I thought so. But that was in the beginning. It seemed so much more like getting out a "news" paper. But at that time I was fresh from the editorial department of the Montreal *Herald*, where I had been assistant city editor. I was still at the stage when news is considered far more important than advertisements.

But later. Then I realized that I was in the game for what there is in it. The Picton *Gazette* was published every Tuesday and Friday. It had been going along that way for about ten years. And it was a paying proposition.

But why give the people a paper twice-a-week, for $1 when they will pay the same cash for a once-

a-week. Every saving counts in these high-cost-of-living days!

So we put the *Gazette* back to a weekly.

Why?

Twelve years or so ago when our paper left the weekly field and started the twice-a-week plan, our esteemed contemporary looked on. In those dozen odd years the other paper never once seriously considered the idea of changing to a semi-weekly edition. Its subscription list went up; ours had remained about stationary. I admit there was no push, no life to our paper. It was in the hands of two men grown old in the work. They had had sole control for fifty years.

There was the added expense to the twice-a-week edition. First of all, there was just double the quantity of news print used. Then our composing room staff of four was required twice a week on the mailing. That took a half day for each edition. Now they are required to mail but half a day each week. The time saved goes into job work.

The advertiser was a big factor to be considered. We could pull only one worth-while advertiser for twice-a-week insertions. Our rival was coming along in the advertising game about on a par with us. With the Friday edition we did get slight advantage. There were the last minute advertisers, who "forget" to get to the other paper in time for Thursday edition, and so hustled to us for a Friday insertion. But on the whole it was too rare a thing to count on, as an important financial consideration.

Friday is considered a "bad" day for the small town advertiser. Our paper could not get out through the county until night. That gave the farmer too little time to read over the bargains for Saturday shopping. The paper that went out Thursday seemed to have the advantage. Tuesday advertising was too early in the week. It was laid aside with the paper and forgotten before Saturday.

A number of sections of the county get a tri-weekly mail—that goes out Tuesday, Thursday and Saturday. Thus Friday's paper did not reach these subscribers until Saturday night. No good, then, to the advertiser who seeks Saturday purchasers. And all farmers "come to town" on Saturday.

Too few of the subscribers really seemed to appreciate the twice-a-week paper. Some how or other the Tuesday edition was always the better. More news seems to happen over the week-end. But the last of the week came round. Our esteemed contemporary was out on Thursday. We followed next day. Most of the news had been "cleaned up." It was therefore old. Subscribers seemed not to take into consideration there had been the Tuesday paper. Friday's was measured up with the Thursday rival. It did not make good somehow. The country people like the weekly: like to get lots of news and "altogether."

A year's experience has shown that we have, at least, lost nothing in putting our paper into the weekly ranks once again. To the "Old Boy," its coming is like a big weekly letter from home. The town and county reader seems perfectly content with the once-a-week—all the news in one paper. We have had very few kickers against the change, and the few who have "dropped off" will not number 1 per cent. We have added to our subscription list in 1912. But we count that to improvements that we feel we have made.

Playing Up the Neighborhood News

By Victor Lauriston

THIS is a talk for the small daily—the newspaper which circulates in Carisford city, and in Bridgetown, Milbury, and half a dozen lesser places round about. Quite a few papers of that sort don't need it. Others perhaps do. The questions is one solely of securing the fullest possible returns for the money spent on local correspondence.

Nearness is what gives news its chief value. The accidental killing of one man in Bridgetown, twenty miles away, excites far more comment among the Carisford *Meteor's* readers than the starving of fifty thousand Chinese on the further side of the Pacific Ocean. Hence, the Carisford *Meteor,* read almost entirely in the county where it is published, if it wishes to interest its readers, must play up the near news—the news that comes closest to their own lives.

True, there is telegraphic plate to be had, and late despatches by wire are quite worth while. Still, the home and neighborhood news is what gives the *Meteor* its chief interest for its readers.

For this reason the news of the towns roundabout must be given every possible prominence. The day is gone by when all the Bridgetown items could be bunched under the "Bridgetown" head and let go at that. Nowadays, you must apply the bunching operation to nothing but the personals. Every item of greater importance is entitled to a headline of its own.

Make these headlines large and showy. Give the items prominent position. Don't crowd the Millbury fire into an obscure corner of the paper. Chuck a two-line thirty point head upon the despatch, and, if any serious damage was done, shove it upon the front page. Play up the news from these local points, not according to length but according to importance—but, by all means, play it up for all it is worth. And see that the line, "Special to The Meteor" or "From Our Own Correspondent" accompanies every item. Convince your readers, by every means in your power, that the *Meteor* is hustling for news day and night, and that its correspondents are in every nook and corner of the "grand old county of Hesse."

This policy has a double value. For one thing, it helps hold your subscribers in the local towns and assists you to secure additional subscribers. "There's never anything about Talbotville in your paper" or "You never mention us except to laugh at us," is an objection that can't be hurled at the subscription solicitor for a live sheet which gives the small town its rightful share of attention. The playing up of these items will, also, help you with your home subscribers. Many of them hail from these lesser towns; many have relatives or friends or business connections there; and the first thing they read is the item with the old town date line.

Furthermore, there is the educative value of this policy upon the local correspondent who sends you the items. A good local correspondent is a treasure; but the best of local correspondents becomes discouraged with an item for which he has hustled with might and main is chucked ignominiously into an obscure corner under a one-line head. The relative importance which the editor attaches to the various classes of items, as indicated by the size of the headlines, is rarely lost on the individual who sends in the stuff.

Canadian Printing and Publishing Plants

No VII - Evans and Hastings, Limited, Vancouver

By W.C. Parsons

AMONG the forty-three printing offices in Vancouver, many of which are splendidly equipped and generalled, that of Evans & Hastings, Limited, at present enjoys a recognized superiority owing to the fact that the firm have recently moved their plant into a splendid new building. Consequent upon their rapidly increasing business, the old quarters on Hastings Street were found inadequate, and a more commodious building became a first necessity. In casting around for premises that would meet their requirements, the proprietors were afforded prior choice of the Arts and Crafts Building on Seymour Street, which seemed specially suited to meet the firm's views as to a satisfactory home for their business. The name of the building and its location were alike appropriate.



Th Acorn

The structure is of the ordinary solid style, built of steel and concrete. Roofs and skylights are so arranged as to furnish head and side light, which in composing and press rooms is an essential to time-saving. The building is steamheated throughout, and is lighted by electricity. An up-to-date system of lavatories has been installed for the convenience of the staff of employes.

Entering the main door on Seymour Street, the visitor is favorably impressed by the substantial office fittings and general appointments. The large window is embellished with the firm's name in its characteristic typographical style. Neatly arranged on an inclined shelf in the window are samples of work turned out by the company. In the main office, which is so situated as to give easy access to the various mechanical departments are located the desks of Mr. Hastings, Superintendent McEwen and the office staff. In a closed gallery above, the proof-readers have their desks, being shut off from the noise and confusion of the composing room.

The main composing room opens out from the office, and here everything is spacious and convenient. All racks, frames and stores are laid out with the view of affording ample room for workers to pass each other unimpeded whenever moving about is rendered necessary. Much lost motion has been saved by placing within arm's length of the compositor all that he requires in the pursuit of his work. The area of the room is 90 x 50 feet. A portion of it is given over to the heavy cylinder presses, but these are quite apart from the quiet of the composing room, and the vibration and noise are scarcely felt and heard. Dust proof arrangements are provided everywhere, Hamilton furnishings predominating. Fourteen cabinets, a big lead and slug rack, besides the regular job cabinet are of this firm's manufacture.

The press room on the same floor next meet the visitor's eye. Here is to be found a battery of eight platen presses of various leading makes, including a Colt's Armory, two Goldings, four Chandlers and a recently installed Automatic Falcon, which from its erection has been a great time-saver, rattling off its four to five thousand per hour. Special racks for laying out fine work for drying are placed conveniently to the platens producing that kind of work.

The cylinder press room possesses at least one feature of interest. This is a system of steam pipes installed around the bases of the presses. Damp and frosty mornings and nights have no terrors for the pressman. With a steady heat to keep ink and bearings warm much high cost time is saved, and work can be started every morning on the minute. Two Meihles, 35 x 50 and 28 x 42, and a No. 13 Optimus, 27 x 41, comprise the department. Automatic press feeding arrangements will soon be installed, and these will also add to time and labor-saving elements in the business. Some idea of the capacity of this office may be gained from the fact that when all the presses are running on the average output the plant is capable of turning out about one hundred thousand sheets in one working day.



and the Oak

The linotype department has an installation of two of the latest pattern machines, and is on the second or magazine floor. This floor will also be occupied by the poster department, where the firm will be in a position to produce theatrical and other similar work on a larger scale than heretofore. The lavatory system is also on this floor; the same feature runs throughout the building.

On the third floor is the firm's bindery. This is equipped with an up-to-date outfit. Since moving into its present home, the firm has expended the sum of $15,000 on new machinery and fixtures, and, as a result, the bindery is brand new in almost every particular. The list of mechanical details in this department is as follows: 1 44-in. Brown & Carver power cutter, 2 perforators, 2 stitchers, 1 pager, 1 cornering machine, 1 ruler, 1 large folder, 1 bundling machine, 1 hot press and a dye stamper. With one end of the third floor occupied by the stock room, the bindery occupies a floor area of about forty-five hundred feet.



Where the Busy Presses Whirl

Most of the flat stock is on the third floor, and is neatly kept in glass-fronted cases—dust-proof, and no strong white light comes in contact with open reams—a commendable feature in any stock room.

The two floors above the printing establishment are occupied by spacious offices and board rooms.

From the foregoing it will be gathered that the entire plant, which gives employment to about 50 hands, is a fine monument to the persistent and dogged energy, from the days of the isolated "shack" of twenty years back to the occupancy of the present dignified Arts and Crafts Building to-day, on the part of the man who is still at the head of the firm. He is of that ilk who modestly hands the praise of brother printers to others; and, were the present pen his, he would eulogise the work of the men who have assisted him, in the capacity of superintendents and foremen, during the early days of struggle and moments of discouragement up to the present.

Circulation Map

The Evening *Telegram*, Winnipeg, has adopted an excellent way of showing the distribution of its city circulation. Using a rough outline map of the city, in which the main dividing lines are shown, it prints in the centre of each section the number of papers which are distributed therein. As these figures are printed in red, they stand out conspicuously and afford an observer a very comprehensive idea of just where the *Telegram* circulates in largest numbers.

Journalism No Joke

By R. S. T. Land

TWO of those time-worn, supposed-to-be-witty dunning paragraphs resurrected from dusty files of long ago, are on the rounds once more, and have roused the ire of the editor of *Printer and Publisher*.

The editor is right. The country newspapers of Canada would be in far better condition financially to-day, and their editors would have taken a much higher standing in their communities if such stuff had never been published in past days.

Long years of cut-throat competition by publishers who did not know what it cost them to do business, together with the habit of accepting all kinds of trade, from cordwood to clothing, in exchange for subscriptions and advertising, assisted by such fool items as those quoted continued to lower the members of the fourth estate in the estimation of others particularly in villages and towns, and business and professional men could hardly be blamed for treating the journalist and his business as a joke

Journalism should rank as the highest of the professions, even in the villages, and it will, too, just as soon as the journalists cease to invite the opposite opinion.

Who ever heard of a doctor, dentist or lawyer making light of his profession their bills are no joke at any rate. Professional dignity is a business asset with them, and should be with the journalis-

Those who use business methods in dealing with the public, and cease writing and speaking of their profession in a frivolous way, will not only have less trouble securing business and making collections, but will win greater respect from those with whom they come in contact, and help raise journalism to the higher plane it should occupy.

In the fight which is being waged now to obliterate from the columns of the press all free reading notices, nothing will help more than to observe strict business methods in handling subscribers. Requests for free insertion will not be so common when readers recognize that the newspaper is a business proposition.

The Typography of Newspaper Advertisements

By James H. Imrie

Part II.—The Practical Application, Etc.

ASIDE from the effective display of newspaper advertisements, *speed* is the most important consideration. The paper must go to press at the scheduled time whether or no the advertisements are properly displayed. This is the attitude assumed by the average compositor in setting his advertisements, for he strives far more assiduously to get the paper out on time than to raise its value by increasing the efficiency of its advertisements. This attitude, however, is not altogether the correct one, for, as was pointed out in the preceding article, effective display is essential to the success of a newspaper as an advertising medium. Our problem then, will be to secure the most effective display in the shortest time.



Figure 1

The fact is, effective display and speed are very closely related to each other. Effective display is the result of knowledge—knowledge of the requirements of an advertisement, and of the best and quickest method of meeting those requirements. Before setting a line of type, the efficient compositor sees in his mind the advertisement as it will appear when finished. Thus, seeing that the important points are properly emphasized, and that the different groups of matter, rules and cuts balance and are in harmony with each other, he is enabled to go right ahead, without wasting time in deliberations as to whether this or that is right. With him there is no hesitation, no lost motion, and seldom does he have to reset a line of type. Consequently, his advertisements are put together in far shorter time than that of his less gifted fellow-craftsmen, who follow a slip-shod, haphazard method—trying this and trying that—never sure of what the final effect will be.

The first thing to be done in the matter of setting an advertisement is to decide on the points that require emphasis. These are the points or words that should be displayed, and that should enable the reader to take in the fundamentals of the advertisement without effort on his part. Most advertisements contain a greater number of points of emphasis than is necessary to secure this result. When the eye first sees the advertisement it does not see each line of type separately, but the advertisment as a whole. If there is but one point or line of type emphasized the eye is attracted to and rests on that point or line. If there are quite a number of these points of emphasis throughout the advertisement the eye is attracted first by one and then by another in such rapid succession that the advertisement becomes a confused mass, each emphasized point striving for prominence and attention.

This point is well illustrated by figure 1, where, in an endeavor to secure a forceful advertisement the compositor has emphasized every seemingly important point, but in so doing has produced a very confusing and uninviting advertisement. The great number of points chosen to be emphasized makes it almost impossible to secure an effective arrangement, even though the cleverest compositor should be called upon to set the advertisement. In comparison with this advertisement that of figure 2 is far more restful and inviting. Nothing has been lost by lessening the number of emphasized points; in fact, one can secure the gist of the matter more easily by this arrangement than by that of figure 1, for the mind is given the chance to let the few emphasized lines *sink in*.



Figure 2

We come to the conclusion, then, that a great number of emphasized points makes it almost impossible to secure an effective arrangement, while the best results are obtained where only a few vital points are emphasized.

Another thing to consider when deciding on the points of emphasis is their relative importance. There is usually one point of supreme importance combined with a number of less important points, and these should be so emphasized that their relative importance may be recognized.

Place a strong, powerful giant in a group of giants almost as strong, and his individuality is lost to a great extent. But place the same giant in a group of weakling dwarfs, and because of the marked contrast his superior strength is conspicuously evident. The same is true with the type used in an advertisement. A single line of 60-point is practically unemphasized when placed among other lines set in 48-point, but when placed in a group of 18-point lines, it becomes the centre of attraction, because of the marked contrast.

In figure 3 there is so little contrast in the sizes of type used that nothing is given distinction—nothing is emphasized—in fact, the whole presents a jumbled mass. The words "Abernethey's Shoe Sale" seem to constitute the feature of the advertisement, but their importance has been lost by lack of proper contrast with the less important points.

How much easier it is to read and take in the points of the advertisement illustrated by figure 4?

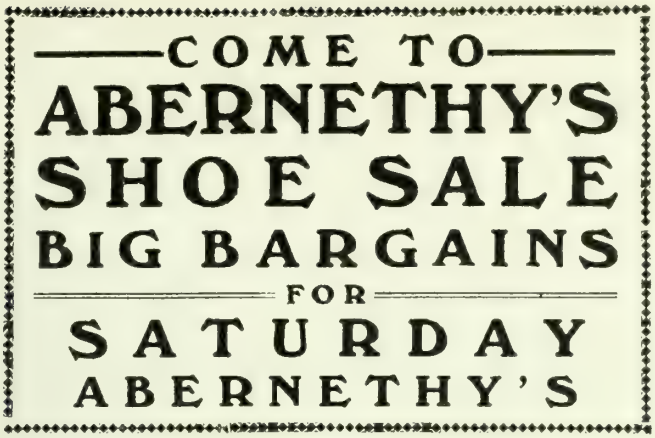


Figure 3



Figure 4

Here the important point, being set in fairly large type, is thrust into prominence by contract with the smaller type.

While on the subject of contrast, let us consider another and very important phase of it—the contrast of the type against the white paper. The common practise in setting newspaper advertisements seems to be to set up the matter in large, black type to the limit of the alotted space. This is illustrated in figure 3, where there is practically no contrast between type and paper. The illustration as it appears here, does not illustrate this point as well as it did on the newspaper page on which it appeared. In its original position the greyness of the type matter of this advertisement as it appeared among the grey type matter that surrounded it produced a monotone effect that was very confusing and uninviting—the surrounding matter conflicting with the advertisement.

In figure 4 there is a considerable amount of white space and the comparatively small group of type matter stands out quite prominently against the large white background of the paper. Had this advertisement been closely encircled by other type matter, as was the original, its edges would be more sharply defined and the type would stand out even more prominently than it does here.

Proper contrast in sizes of type and with type and paper, then, is of great importance if good results are to be secured.

It is interesting to note by a comparison of these two advertisements that emphasis is not always gained by the mere blackness or largeness of type, but more often by its proper arrangement. Figure 3 has been set in the large sizes of a very bold type face, but has been spoiled by poor arrangement, while figure 4, though set in the smaller sizes of a light type face, is a more effective advertisement, principally because of its careful arrangement.

After having decided the points of emphasis by which the advertisement can best be displayed, and the relative importance of these points, the next step is the arrangement of the advertisement—grouping together of the different parts in a manner that will give them most force and promote easy reading.

In this respect let us consider figure 5. Here the great amount of space taken by this advertisement has not been utilized to the best advantage. The arrangement has evidently been adopted that the matter might fit into the two small panels, and this necessitated dividing the matter equally, regardless of sense. The result is the two panels being so distinctly separated do not hold together very well, and the type matter within them is crowded, although they are surrounded by a wealth of blank space.

In figure 6 all rules (except for the border) have been omitted, and the full space of the advertisement has been utilized. One cannot fail to note how much easier it is to take in the message of the advertisement by this arrangement than by that of figure 5.

It is, therefore, much better to omit panel or rule-work of any sort which will in any way be detrimental to the message.

In arranging an advertisement the placing of display lines to the side should be avoided, for this arrangement breaks up the advertisement here and there with unsightly gaps of white space, and de-

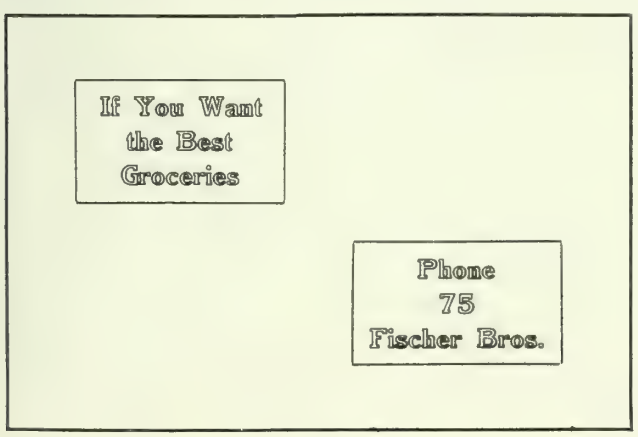


Figure 5

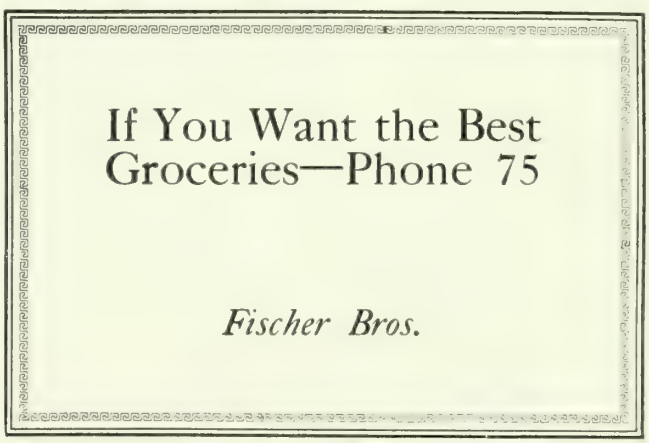


Figure 6



Figure 7

stroys its symmetry.

In figure 7 we have an advertisement which is otherwise good, but for the improper placing of display lines to the side. By a slight alteration in the position of these lines, centering all on the centre of the page, as in figure 8, the unsightly gaps are overcome and a more symmetrical and pleasing arrangement is secured.



Figure 8

Another thing to avoid is having a weak heading at the top of the advertisement. As pointed out in the preceding article, the centre of balance should be a little above the centre of the advertisement. Therefore, to secure a proper balance between the top part of the advertisement and the bottom part it will be necessary to have the heaviest part of the advertisement at the top.

In figure 9 the small heading and large signature bring the centre of balance nearer the bottom than the top, with the result that the advertisement seems to be *bottom heavy*. The fact that the heading is considerably indented also weakens it and throws the centre of balance nearer to the bottom. In figure 10 the strong heading of full measure and the weaker signature bring the centre of balance up to its proper position—a little above the centre of the advertisement—and one cannot fail to note the more pleasing effect secured by this alteration.

Anything that promotes easy reading of an advertisement is of value to it, and anything that is confusing to the reader is detrimental to the advertisement. It often happens that the compositor gets a large amount of matter to be crowded into an advertisement. This necessitates using small type, and if the type measure is wide as in figure 11, it is difficult for the eye to follow the lines.

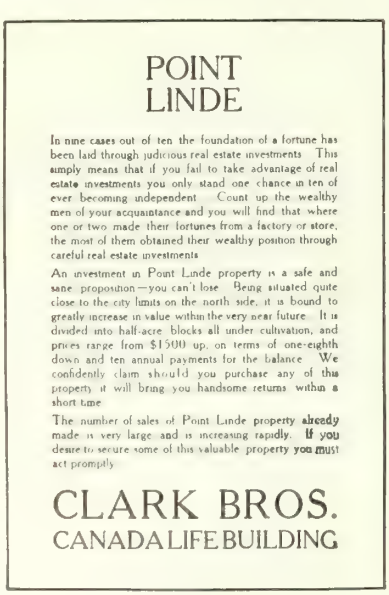


Figure 9

The chances are, when the reader experiences difficulties in reading an advertisement he soon loses interest in it and passes it over before he has finished reading it. This must by all means be avoided, as it is necessary that the advertisement be fully read to be of any value. In a case like this it is well to double up the matter into two columns, as in figure 12, for short lines are much easier to follow than long ones. Moreover, type may be set smaller in a narrow measure than in a wide measure without becoming confusing to the reader.

In setting newspaper advertisements the use of borders seem almost indispensible, as it sets the advertisement distinctly apart from the confusing mass of surrounding matter. But of one thing we must be sure in the use of borders; that is, they must be in harmony with the type used in the advertisement. A heavy black border should not be used with a light type face, nor a light border with a heavy type face, but the tone of the border should be approximately that of the type.

In this respect consider figure 13, where a very heavy rule border has been used to surround an advertisement of comparatively light type. This is a very common error, but the result is always that the border attracts the attention to itself and seems to force the type into the background. In figure 14 is the same advertisement, but with rules of a tone that harmonize with the type and, therefore, bring the type back to its rightful position.

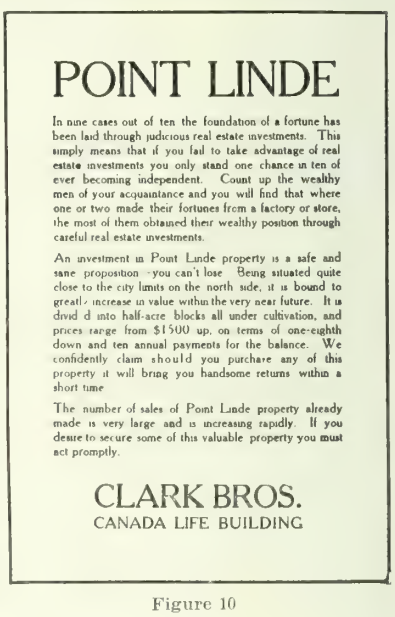


Figure 10

The cut that appears in this advertisement suffers from being greatly reduced. In the original the shading of the young lady's hat was of a grey tone and harmonized better with the type.

Harmony of tone is as applicable to the rules that underscore words as it is to the borders that surround advertisements. Words are underscored for the purpose of giving them emphasis, but if the rules are of a heavier tone than the type they over-

shadow it and the real purpose of the underscore is destroyed. If they are of a lighter tone than the type they still fail of their purpose, as practically no emphasis is given to the type. When the rules are the same tone as the type which they underscore they give proper emphasis to the words, and being in harmony with the type they seem to form part of the words they underscore.

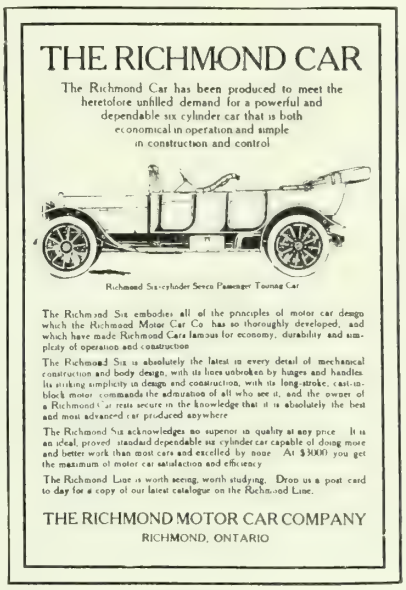


Figure 11

RECAPITULATION

In summing up the preceding points we come to the following conclusions:

That the effectiveness of an advertisement depends to a large degree on the careful arrangement of the matter.

That before the compositor commences to set an advertisement he should pick from the copy the points of emphasis by which the advertisement can best be displayed, and by which the reader can secure, even by a passing glance, the fundamental ideas contained in the advertisement.

That too many of these points of emphasis make it exceedingly difficult to secure a good arrangement of the matter, and that best results are secured when only a few vital points are emphasized.

That proper contrast in type sizes is necessary, if rightful distinction is to be given the more important points, and that contrast between type and white paper, or a judicious use of white space is necessary, if the type matter is to stand out properly.



Figure 13

That there is no merit in rules, panel work or decorative borders where they in any way hinder the conveying of the message or usurp its interest by an interest of their own.

That side display in typographical arrangement is not productive of the best results, and that where all lines are centred on the centre of the advertisement a more pleasing and symmetrical arrangement is secured.

That a weak heading and strong signature gives an advertisement the appearance of being bottom heavy, and that the strongest display line should be at or near the top, that proper balance may be maintained.

That the centre of balance should be a little above the centre of the advertisement.



Figure 12

That long lines of small type are confusing to the reader, and that in a case where the advertisement is wide and the type small it is better to double up the matter into two columns, to promote easy reading.

That harmony of tone is necessary between borders and type, and that to secure this harmony the tone of the border should be approximately that of the type.

That if underscoring rules are to perform their purpose they must be of the same tone as the type which they underscore.

A Standard Contract Form

The draft of a standard contract form to be used by all recognized advertising agencies was prepared at a meeting of the Recognition Committee of the Canadian Press Association held in Toronto on May 23. This draft is now being considered by the members of the Canadian Association of Advertising Agencies, who have agreed to standardize their contracts to a form approved by the Recognition Committee and will be presented at the annual meeting in Ottawa on June 6 and 7. The adoption of a standard form will eliminate a lot of correspondence and friction between publishers and advertising agencies in the matter of conditions, for they will be standardized as part of the contract. Positions, also, will be standardized, so that number 1, for example, will designate the same position on whatever contract it may be ordered.



Figure 14

Who's Who in Canadian Weekly Journalism

By W. A. Craick

No. XIII.—P. H. Bowyer, The Dominion, Ridgetown

IN A PROVINCE distinguished for the number of its newspaper publishers who have taken up practical politics, it is not surprising to find that the editor of the *Dominion* has been in the game as far back as he can remember. Phil Bowyer's story is made up pretty nearly entirely of incidents of a political hue. Beyond this his interests have not penetrated very deep, for it has been his habit to devote himself whole-heartedly to the matter in hand and not to confuse the issue by attention to a multiplicity of pursuits.



"Takes considerable satisfaction in keeping his editorial columns active."

The future editor and legislator is a native of Toronto. He is thus one of those rare specimens of humanity who have migrated from the city to the country rather than follow the usual customs of mankind nowadays and seek larger centres of population. But perhaps this was not a matter of personal choice, for the change was made when Mr. Bowyer was still a boy and under the parental wing. However, this may be, the family removed to Ridgetown and there took root and stayed. In Ridgetown, Mr. Bowyer grew to maturity and found a field for his activities and there he has ever since resided.

Newspaper work—the desire to impart information to others through the medium of the press—early took possession of his mind and he had not passed his teens before he was actively engaged compiling despatches and furnishing local correspondence for several outside newspapers. As a natural result of this enterprise, he was given charge of a small publication called the Ridgetown *Telephone,* which was launched by the proprietor of the Blenheim *News* and printed in Blenheim. Young Bowyer, then only eighteen years of age, filled the combined offices of editor, reporter and entire staff.

Two years later, in 1880, two liberal papers were started in the town, the *Plaindealer,* and the *Standard.* Ridgetown was at that date strongly Liberal in its complexion, but it was a piece of folly to attempt to run two papers under the one political banner in a place its size. Young Bowyer, who was then as he is now, a militant conservative, took it into his head that he would buy out one of the rival sheets and switch its support to the opposite party. The plan once formed, it did not take long to put through the deal and the *Standard* became his property. Despite the prognostications of many people in Ridgetown, the *Standard* did not go into the hands of the receivers. Its editor was a brainy youth, who had sound ideas as to what his clientele wanted and they wanted the paper to such an extent that its circulation was increased fourfold within a year, while it became favorably known throughout the province.

Mr. Bowyer ran the *Standard* for fourteen years, when he disposed of it advantageously and it again reverted to the Liberal column. But he could not long remain out of the newspaper game. The following year he established a new paper, the *Dominion,* with the motto, "A United Canada and British Connection," which he has ever since conducted. The strength of its hold on the community is attested by a circulation which blankets Ridgetown and the surrounding countryside.

In a day when so many editors shirk the drudgery of leader writing, Mr. Bowyer takes considerable satisfaction in keeping his editorial columns active. He is a firm believer in the efficacy of sound editorial opinion, and from the day he bought the *Standard* down to the present he has endeavored to make his columns a careful reflection of the editorial mind and an influence on public sentiment. While a Conservative, he has not hesitated on occasion to read a lesson to his own party, as when he denounced the Gerrymander of 1882, a step which won him the approval of the best elements in the Conservative ranks, and naturally pleased the opposition.

It has been said that Mr. Bowyer has been interested in politics as far back as he can remember. That takes him back to the Toronto of the sixties, when George Brown, John Hillyard Cameron, M. C. Cameron, old James Beatty, of the *Leader,* Pat Boyle and other old-timers were the favorite orators. As a small boy he used to listen to the fiery speeches of these politicians in St. Lawrence Hall or from the balcony of the Albion Hotel and the experience filled him with a desire to be into the struggle himself. When he got to Ridgetown, it was not long before he was drafted in as secretary of the newly-organized

Liberal-Conservative Association, then preparing for the N. P. campaign of 1878. Four years later he also became secretary of the East Kent Association and he held the two offices continuously until 1905, a testimony to the zeal and persistency which characterized his allegiance to the party. Naturally he was active in every election that took place in the riding.

In 1905 Mr. Bowyer received the Conservative nomination for East Kent. In the contest which ensued he took broad ground, not contenting himself with a simple acceptance of the party platform, but adding some planks of his own. Thus, he came out strongly against cash or land grants to railways, advocated increased taxation of railways and the abolition of all bounties to private industries. He was elected, receiving substantial support from many Liberals and Independents. At the election of 1908 success again followed his campaign but in the recent provincial election he failed to hold his seat. However, he had the satisfaction of knowing that he polled more votes than any other Conservative candidate who ever ran in East Kent.

Locally, Mr. Bowyer's activities have been confined almost entirely to the conduct of his paper and to the exigencies of political life, but he has also found time to take an interest in educational work. After serving for several years on the High School Board, he is now chairman of that body. At the same time he has been active for thirty years on the Public Library Board and was several times its chairman.

Apart from the careful attention he bestows on local news and editorials in his paper, it is interesting to note in connection with his management of it, that he is one of the publishers who takes firm ground in refusing to accept all questionable advertising. None of the "Before and after taking" brand of publicity gets in on any terms. Taken all in all the *Dominion* is an excellent example of a well-run weekly newspaper.

Mr. Bowyer's chief recreation is reading. He has always spent a great deal of time among his book, his predilection being for works of history, biography and controversy. Among the leading public men and journalists of the province he is held in esteem, his circle of acquaintances being extensive.

In Line for the Presidency

ACCORDING to a precedent of many years' standing, the Canadian Press Association will, doubtless, at its approaching convention, select John R. Bone, managing editor of the Toronto Daily *Star,* as its chief executive for the year 1912-1913 Mr. Bone has held the office of first vice-president during the past year, and, following an excellent rule, which ensures that a man of experience in the affairs of the association, will always be at its head, the first vice-president invariably steps into the place of the retiring president.

Mr. Bone is probably the most outstanding example in Canada of the university graduate, who has made a success of journalism. During bye-gone decades university men have occasionally won distinction as leader writers, but they have usually drifted into the work from some other calling, and could hardly be classed as out-and-out newspapermen. On the contrary, Mr. Bone is one of the first of the recent graduates to take up journalism as his life-work, beginning at the bottom rungs of the ladder and mounting through various stages to his present position.

The coming president is a native of Huron County, Ontario, where he was born on February 25, 1877. He received his education at Clinton, and then at the Collegiate Institute in London. His special aptitude was for mathematics, and he carried his studies in this subject to the University of Toronto, where he had a brilliant course in the mathematical department, graduating with first-class honors in 1899. During his High School and University career he won several medals and scholarships.



JOHN R. BONE

In 1900 Mr. Bone joined the staff of the *Star* as a reporter, and from then until now he has filled many positions and done much important assignment work. In 1906 he was selected by Mr. Atkinson as assistant managing editor, and, making good in this position, he became managing editor in the following year. Not a little of the wonderful growth of the *Star* of late years must be attributed to his quiet and persistent work. He possesses the mathematical mind which calculates every move to a nicety and weighs each argument with logical exactitude. As a reporter he was famous for a remarkable memory, which enabled him to reproduce a man's exact utterances without having recourse to the usual notebook.

Mr. Bone's advancement to his present position of prominence has been the result of merit. Unassuming to a degree, he is not the kind of man to seek preferment and in his case, it is the office which seeks the man and not the man the office

Correspondence

The columns of this department are open for the discussion of all subjects related to the printing or publishing business. This is YOUR department and the editors cordially invite you to use it for the expression of your views on matters of interest to the craft. While giving space to the publication of these letters, *Printer and Publisher* of course does not necessarily endorse the opinions expressed.

Relations With Advertising Agencies

To the Editor:

The Canadian Press Association's campaign for signatures of newspaper publishers to the agreement to allow commissions only to those agencies that have been recognized by the association may be sure enough based upon the idea of a mutually fair deal, but the fact remains that the newspaper publishers are still being made subject to various forms of brigandage by some of the advertising agencies who are fully "recognized" by the association.

There can be no doubt that the rate cards of all newspapers that have signed the recognition agreement are in the hands of the recognized agencies. Still some of the latter persist in the nasty habit of attempting to jew down the publisher from his established card rate, intimating that The Evening So-and-So, or The Morning This-or-That has accepted, or will accept, a certain "special" proposition at "this" special price, and that, therefore, the agency cannot see its way clear to consider a higher rate from another in "this" field and in "this" instance.

Another form of agency brigandage that needs correcting if the newspaper publishers are to profit from the "recognition" arrangement, is the one practiced by some of them in sending out "in haste" a "special" mat or plate or copy for "immediate" insertion, together with a specially prepared hurry-up contract covering "this" ad. only, in which the price is fixed at a shade below the card rate of the paper. There is no time in which to communicate with the agency, the insertion date being so fixed as to prevent that, and the publisher of the small daily has the option of losing from $12 to $25 worth of business by ignoring the order, or losing less than that by publishing the ad., losing some of his self-respect and establishing a vicious precedent, which the agency is not slow to seize upon for reference in the future.

In my own case I have experimented a little, and found that there is a good deal of a put up job on the part of the agency in this manner of attempt to pull off a shady deal. Once I accepted a hurry-up cut-rate ad., and published it on the rush date ordered. When the account was rendered at the regular card rate the agency was quick to inform the office that it had made a mistake and must have noticed that the ad. was "special," likewise the rate, and that our firm's signature was on the cut-rate contract that accompanied the "special" rush copy.

Next time, when the office promptly rejected a proposal to accept a fat rush order ad. below card rates, the agency just as promptly advised that the mistake was theirs, and that we could yet run the ad. on a named date at our regular card rate.

Is there no way the publisher can penalize, as well as recognize, some agencies? If the agency is to continue to be recognized by the publisher, what about enforcing the agency to recognize as final the card rate of the publisher? Make sleight of hand work on the part of recognized agencies in some manner punishable.

WESTERN DAILY NEWSPAPER MANAGER.

New Wage Agreement in Regina

A new agreement has been concluded between the employing printers of Regina and Typographical Union No. 657. The new agreement calls for a raise of $2 all round the first year and another dollar on the beginning of the third year. The day scale now stands at $22 for jobmen, floormen and proofreaders and $24 for nights, the night shift to be reduced a half-hour each night, making a forty-five-hour week. The operators' scale calls for $25 days and $27 nights for a forty-five-hour week.

Printing Trade Club Formed

At the annual banquet of the Winnipeg Printers' Board of Trade it was decided to form a social organization, which would link together the printers and allied interests of Winnipeg. This new body was formed at a meeting held on May 16, when the temporary committee entrusted with the work, brought in its report. Edgar J. Ransom was elected president and Thomas Boyd, secretary-treasurer, while the following were appointed as an executive to act with the officers:—W. H. Quinn, Charles Lee, A. V. P. Rigg, Geo. Saults, R. I. Boyd, H. M. Hunt, Geo. Wilson, C. D. Stovel, John Martin, E. E. Erb, Dan Flett, G. H. Weld, Wm. Harkness and Alvin S. Dunbar. The name, Printing Trade Social Club, was adopted.



OFFICE OF THE HANLEY (SASK.) HERALD
What a Western Print Shop looks like.

THE whole function of typography has been fulfilled when the mind has been clearly and definitely impresssd with the message the author or advertiser desires to be conveyed. There is then no value in a type design, decorative border, initial, ornament or any of the other accessories of design, if they in any way usurp the interest of the message by an interest of their own; but their presence is fully justified, nay is even desirable, if it can lend in any way greater impressiveness or beauty to the message.

EUCHRE & DANCE

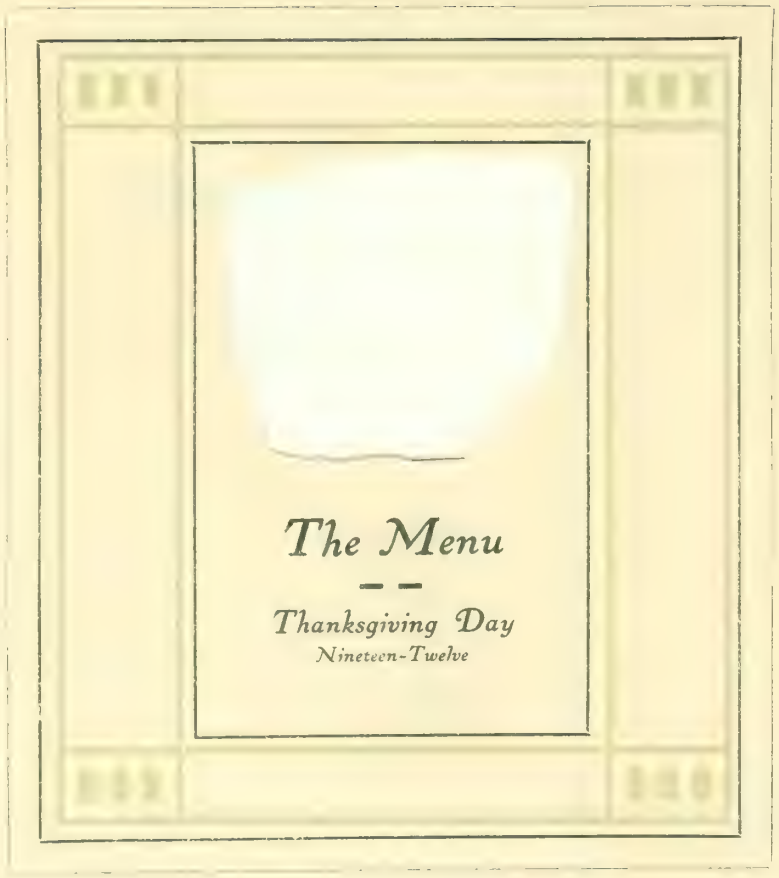
held under the auspices of the Sunnyside Yacht Club on Friday, April 9th, 1910 at the Club Rooms. Tickets, $2.00

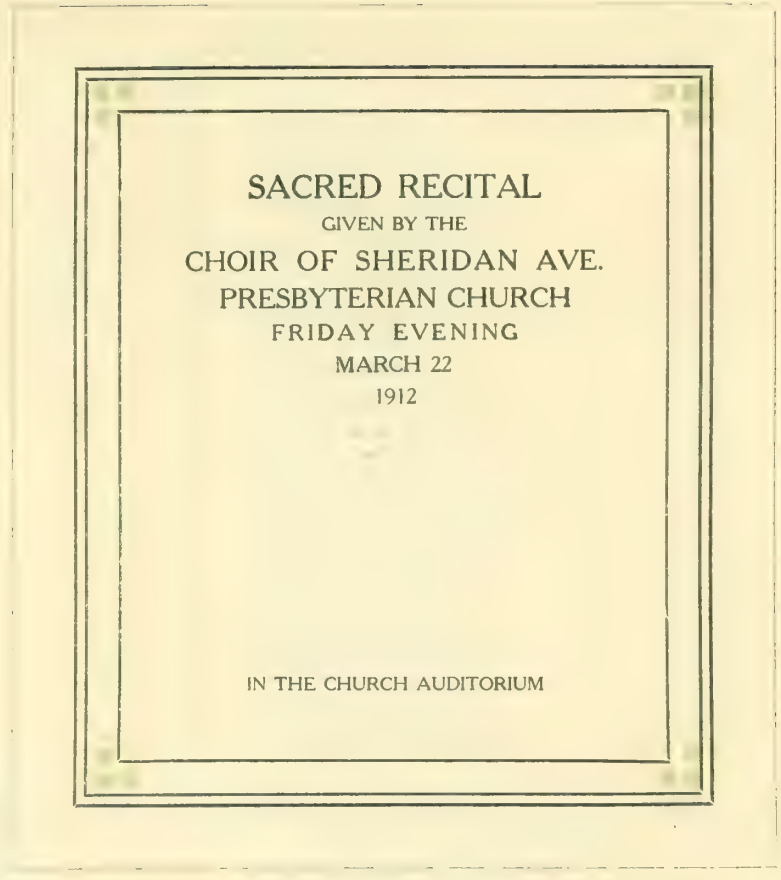
Program
of the Dance
given by the
Sunnyside
Yacht Club
on Friday
April 9th
Nineteen ten
at the Club
Rooms

The regular monthly meeting of the Sunnyside Yacht Club will be held at the Club Rooms on Friday March 29th, 1912. Members are respectfully urged to be present, as business of importance is to be transacted.

Harold E. Goodchild,
Seeretary

Some compositors seem to be gifted with the knack of getting an excellent variety of effects by the use of the same limited supply of simple material. Possibly, being obliged to constantly call into play this material they have concentrated their minds on finding out its fullest possibilites. Hence, though their work is simple it is also without fault. Though their designs are restrained they also show great variety of treatment, and what is far more important they seldom consume much time but are easily constructed. As suggestions in this respect the card on the left is unique, yet not eccentric in treatment. The arrangement of the programme page and that of the card above are unusual and pleasing yet quite simple and easily constructed. The day of the eccentric, time-consuming type design is happily past. The conventional dress of modern typography is simple in the extreme. Yet its very simplicity is its redeeming virtue, for thus it has proved more effective to the user of printing and more profitable to the printer.





A simple design is essentially a carefully constructed one. A trifling error that might pass unnoticed in an intricate design would mar the whole effect of a simple design, where at a glance the eye may take in the design as a whole and compare one part with another. The pleasing effect of the two very interesting cover designs above was secured by the careful adjustment of each part to the other and a fitting consideration of harmony and balance.

The WISDOM *of* NAPOLEON

REGAL
INSURA...
CO.

A couple of pleasing little pamphlet pages whose restrained decoration adds much to their value and beauty.

The Wisdom *of* Napoleon

Before he fought a battle, Napoleon thought little about what he should do in case of success, but a great deal about what he should do in case of a reverse of fortune.

Every man is fighting a battle for himself or for his family, trying to provide for daily needs and to make a competence which will remove himself and his family beyond the reach of poverty. How vain it would be to stop in the middle of all this struggle and work, to dream how you would spend the fortune which you are trying to make. What will happen to you if you fail or to your family if you die is a matter for very much more serious reflection.

Much of the indigence of the aged and the misery of the widows and children are traced direct to a fatal indecision, which hung over men who knew that they should insure, but put off the time "for a month or two" and again "for a little while" until in the end nothing was done.

THIRD ANNUAL CONCERT
of the CALGARY GLEE CLUB
CONSERVATORY HALL MARCH 26, 1912

ADMISSION FIFTY CENTS

The tendency among some compositors to spread large type over the face of a ticket has many times been the reason why it appeared more like a miniature poster than a dignified and artistic concert ticket. A far more inviting and pleasing effect can be obtained when the matter is set in fairly small type and grouped nicely together. The card above exemplifies these ideas to some extent. It is made more effective by the matter being separated into two groups and the larger and more important group given emphasis by the two heavy rules in tint that are placed above and below it.

GADSBY
SHOES

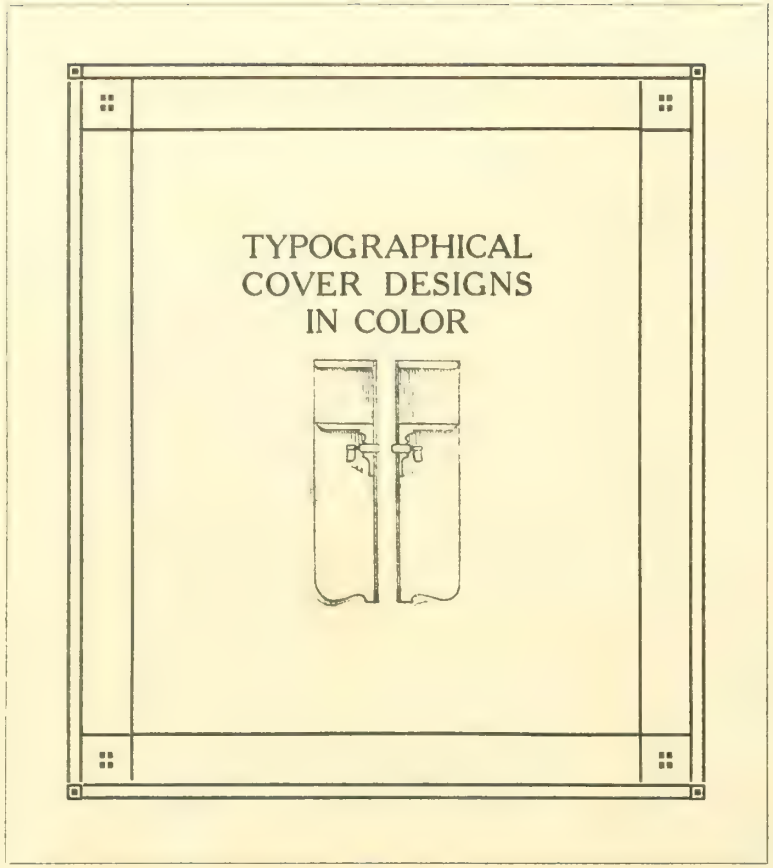
for the
SPRING *&*
SUMMER
SEASONS
1912

GEO. J. GADSBY
TORONTO, ONT.

The Star Press
High Grade Printing
and Bookbinding
35 Sixth Ave.
Westpoint

The booklet cover in the centre also carries out these ideas. Its value lies, principally, in the manner in which the type matter has been grouped and arranged. This page being rather deep compared with its width, an extra cross rule was inserted at the bottom in an attempt to overcome the long and narrow appearance of the page.

The business card above is quite unusual and attractive in treatment. The two little squares at the bottom help to balance the matter and also give it a squared effect.





Two neatly arranged booklet cover pages, differing decidedly in the character of design and material, but equally effective. The page to the left is refined and restrained in treatment. Here the type and ornament assume a "T" shaped form that is very pleasing, while the border is made more interesting by the introduction of gothic colans in the corners. The page to the right is constructed on bolder and more vigorous lines, the effect of which has been somewhat subdued by printing the ornamentation in tint.

Entertainment
and
Distribution *of* Prizes
Girls Central
Training
School

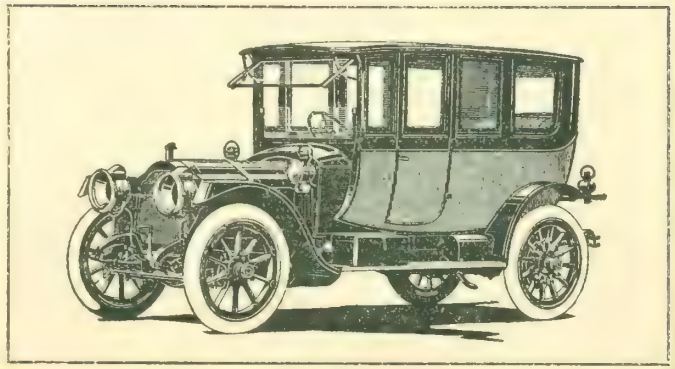
Tuesday April 9th
1912

Two pleasing programme pages, simple and dignified in arrangement. The little spots introduced here and there add interest to the design.

PROGRAMME

Chorus..... *Seniors and Juniors*
Rainbow Drill..... *Kindergarten*
Duet..... *The Pigtail and the Fan*
Dance..... *A Gipsy*
Club Drill..... *Physical Drill Class*
Dance..... *The Buttercups*
Song..... *Gipsy Fortune Teller*
Gavotte..... *The Shepherdess*
Tambourine Drill..... *The Gipsies*
Dance..... *The Daisies*
Song..... *Caller Herrin*
Recitation..... *Sleepy Tots*
Duet..... *Just You and I*
Dance..... *The Dervisher*
Chorus..... *Still as the Night*

Distribution of Prizes



HAVERS CARS

The placing of a cut on a cover page is often a perplexing problem, it being exceedingly difficult to associate type and cut in a manner productive of pleasing results. But by separating the cut distinctly from the type matter, as in this specimen, good effects may be secured.

REVIEW *of* SPECIMENS

THE Herald Press, Montreal, Que.—A most impressive piece of printing, both in character and size, has recently been issued by this firm to announce its removal to its new building. The mailing envelope itself, leaves at once an impression of quality and an assurance of the importance of its contents. It is specially made from an excellent quality of buff hand made paper, the design and lettering being printed in olive green and buff. Inside this envelope is another of stock of similar character, but of different finish. In this is enclosed the announcement proper, which is made from a full sheet of the same good quality of hand made paper, folded twice. The front and two inside pages, which comprise the whole announcement, are hand lettered and designed in a seemingly rough, unfinished style, which, however, is particularly well adapted to the character of the paper. The whole is printed in black, olive green and buff, and has not been bound. The two inside pages are here reproduced.

Ailsa Craig (Ont.) *Banner.*—The samples received from this firm are considerably above the average of the work usually turned out by small town printers. They evidence, not only careful mechanical execution, but also good judgment in the use of colors of ink and color and character of stock. A goodly number of the specimens have been hand lettered and designed by a member of the staff, which enhances their value considerably. Probably the most attractive specimen of the package is that of a folder of Christmas Greetings, the cover and first and third inside pages of which are here reproduced. The stock for the cover is dark green, and is cut twice the actual width of the folder, so the sides could be folded in toward the centre. The design which appears on the cover page is in green bronze, gold bronze, red and black, and has been embossed in their own office. The stock for the inside is a plate finish onyx paper, and the designs are in green bronze, gold bronze and red ink. The other specimens are equally attractive and well handled.

Coquitlam Star Publishing Co., Coquitlam, B. C. —You are to be congratulated on the standard of excellence attained in the Progress Number of your publication, The Coquitlam *Star*. It it evident careful attention has been paid to the arrangement of the advertisements and the make-up of the whole number is good. The presswork is above the ordinary, being on a par with magazine work.

The Coquitlam Folder, submitted for review, has also been well handled throughout. The best arranged section of it is the half-page spread where the four half-tones run diagonally across the sheet from left to right. The quarter-sheet above this also looks well, but the matter directly above this and under the headings: "Men and Money Pouring into Coquitlam" and "Will Rush the Work" would have been easier to read had the matter been set a little narrower to allow sufficient spacing between columns. The Port Mann folder has also been creditably handled, both in composition and presswork. However, it would have been improved had the inside full sheet spread been printed the other way round. As one opens the folder this spread appears to be upside down and necessitates turning sheet completely round to read matter.



The cover and first and third inside pages of a Christmas folder from the Ailsa Craig (Ont.) *Banner*. The pages were designed and hand-lettered by a member of the staff

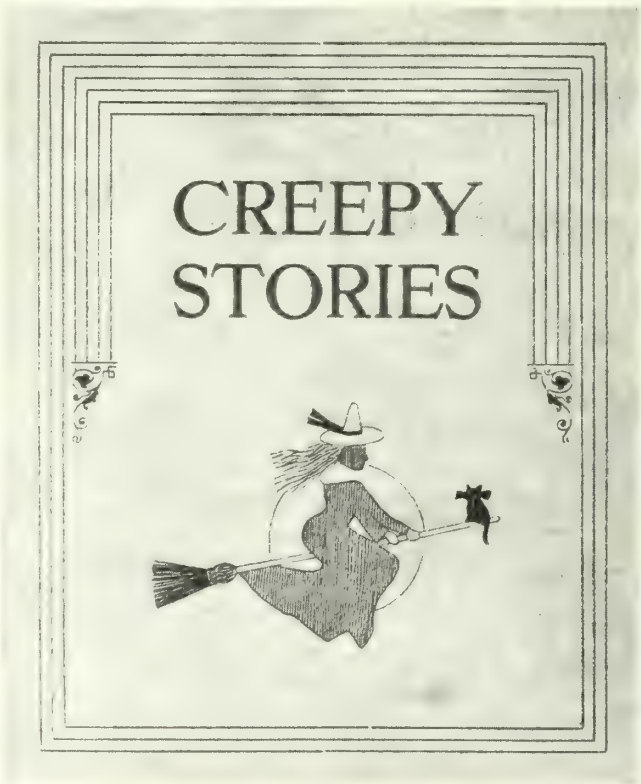


The two inside pages of a very distinctive announcement from The Herald Press, Montreal, Quebec. The original was printed on buff hand-made paper in black, olive green and a subdued tone of orange

Fred Doig, St. John, N. B.—Of the samples submitted for review, the card for Butt & McCarthy is probably the best. The unusual arrangement and good balance maintained make it a very effective piece of printing. The statement of Mrs. Shields has been well arranged, but the three billheads might be improved if set a little smaller. It is quite probable that this is also the reason Harold C. does not care for the arrangement of his statement. However, in the next issue of *Printer and Publisher,* will appear a resetting of this statement, arranged on different lines.

James S. Moir (with Fotheringham & Popham), Ottawa, Ont.—Your samples are all very attractively designed and well executed, while the color combinations are especially pleasing. However, it would be well to restrain your evident liking for the use of gold bronze for the decorative parts of your designs, as it tends to draw the attention away from the message. A comparison between the letterhead of your firm that is printed on buff stock and the one on white stock shows plainly this point: in the first the attention is drawn toward the design by reason of the profusion of gold bronze, while in the second the attention is centred on the wording, for the rule-work is subdued by being printed in a tint. The color combination of this second letterhead is the best of those of the specimens submitted.

Chas. G. Pollard (with the Yarmouth, N. S., *Herald*)—Your samples of printing are for the most part very well handled. The cover of the Kritosophian Club calendar is simply, but effectively arranged; while the Order of Service for Holy Trinity Church is especially pleasing throughout. The covers of both of these specimens are here reproduced. The cover of the report for St. John's Presbyterian Church is good, but might be improved if some of the matter was placed near the bottom of the page, rather than having it all at the extreme top. The letterheads and commercial forms are, on the whole, very well arranged, the best probably being that of the Yarmouth Board of Trade. One or two of the other letterheads might be improved if they were set a trifle smaller.



A Cover Page by F. H. Dobbin, Peterborough, Ont.

F. H. Dobbin, Peterborough (Ont.) *Review.* — Interesting, indeed, is the originality of treatment given

many of the specimens in your package. The cover design for the Schedule of Games for Peterborough Curling Club has been very cleverly worked out; the insertion of the tartan ribbon on the panel, and tipping on of the coat of arms, adds greatly to the attractiveness of the design. From a typographical point of view the specimen pages from the paper sample books are well handled. However, in the combination of colors of ink some may have been improved.

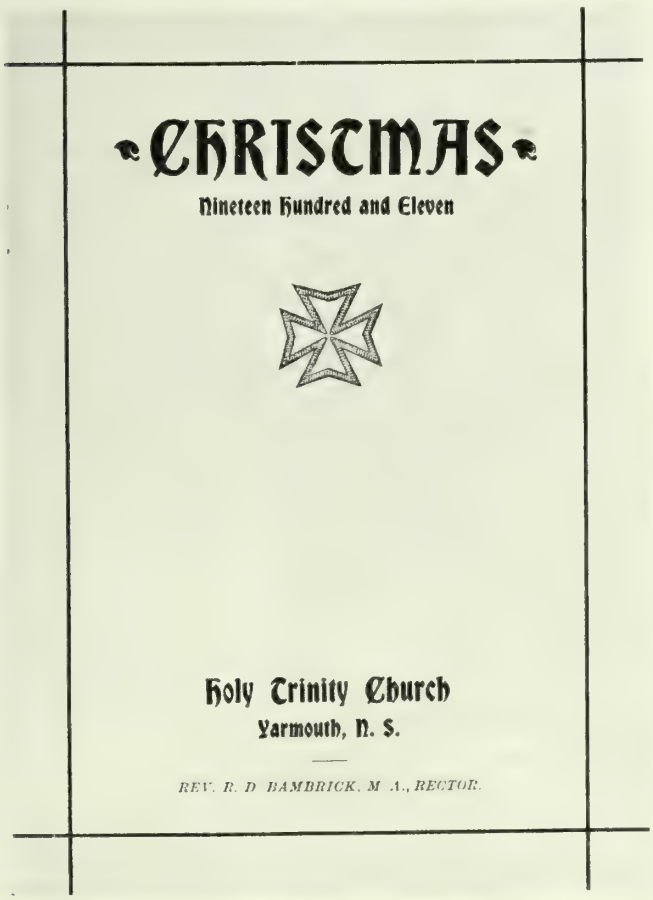
The design of "Pewton Cars," printed in gold and brick red looks weak, because of the combination of two warm colors. Had the type matter been printed in a cold color the design would have been strengthened somewhat. On some of the other specimens where secondary and tertiary colors have been brought into play the results are far more pleasing than where primary colors have been used.



A Cover Page by F. H. Dobbin Peterborough, Ont.

H. C. Miller, Stratford, Ont.—There are some very interesting and attractive examples of printing in the package submitted for review. The matter on the first page of the banquet tendered to Mr. Westman has certainly been well grouped, and the cut which appears on the fly at the top adds greatly to the appearance of the page. The programme of the Printers' Feed has also been very creditably handled. The inside pages, however, may have been improved had buff or white stock been used in place of blue, and a light tint instead of the red ink used at the bottom of the pages.

The letterhead for D. T. Hamilton has been set a trifle large and is spread out more than is necessary. Further comment and a resetting of it will appear in the next issue of *Printer and Publisher*.



First Page of a Folder by Chas. J. Pollard, Yarmouth, N.S.



A Cover Page by Chas. G. Pollard, Yarmouth, N.S.

The Printer & Publisher

The MacLean Publishing Co., Limited
143-149 University Avenue
Toronto, - Canada

PRESIDENT - - - JOHN BAYNE MACLEAN
EDITOR AND MANAGER - - JOHN M IMRIE
ASSOCIATE EDITORS: W A CRAICK AND J H. IMRIE

BRANCH OFFICES

MONTREAL, 701-702, EASTERN TOWNSHIP BANK BUILDING - O S JOHNSTON
WINNIPEG, 34 ROYAL BANK BUILDING - - - - - L C HARKNESS
VANCOUVER, B.C., 18 HARTNEY CHAMBERS - H HODGSON
NEW YORK, U.S., 115 BROADWAY - - - - - - R. B. HUESTIS
CHICAGO, ROOM 607 MARQUETTE BUILDING, 140 S DEARBORN ST A H BYRNE
LONDON, ENGLAND, 88 FLEET STREET, E.C. - - - - - E. J. DODD

THE PRINTER AND PUBLISHER is published on the 30th day of the month preceding that for which the issue is dated. Subscription rates: Canada, one year, $2.00; six months, $1.00. United States, $2.50 a year. Great Britain and Colonies, 8s.6d. Elsewhere, 12s. Contributions are solicited and prompt payment will be made for all accepted matter.

A Last Minute Exhortation

THERE should be no need of last-minute exhortations to members of the Canadian Press Association to attend the annual meeting in Ottawa on June 6 and 7. Perhaps such exhortations are not necessary for there is reason to believe that the number of members who have already decided to attend this meeting is greater than the attendance at any previous one. But in case some who *could* attend are still undecided whether they *will, Printer and Publisher,* makes an eleventh-hour appeal to every member of the Canadian Press Association to be present. This appeal is justified by the tremendous importance to the press of many questions that will be discussed by this convention.

Much of the work of the past year has been experimental, and, following the presentation of the reports of the various officers and committees, the question of whether all features of this work shall be continued and along what other lines, if any, the Association's activities shall be extended, must be considered and divided. The tariff and postal regulations as they affect newspapers will be discussed and deputations will wait upon the Premier, the Post Master General and the Ministers of Customs and Finance to urge desired amendments. The remaining hours of the opening session will be spent in discussions on vital advertising problems. These discussions will open with an address by E. St. Elmo Lewis on fake, fraudulent and questionable advertising from the standpoint of the clean and honest advertiser; and include the consideration of a standard advertising agency contract to be used by all recognized advertising agencies. The opening address of the second session of the general association will be delivered by Don C. Seitz, business manager, of the New York *World* on the question of free publicity and how to eliminate it. This address will be followed by discussions on several important business and editorial topics. The closing session of the convention will be devoted to editorial topics exclusively. These topics will cover such matters as the independence of the press, the influenec of editorial policy on the news, the advantage or disadvantage of consultations between political leaders and newspapers and the advisability of organizing an editorial section of the Canadian Press Association. The programmes of the Daily and Weekly Section meetings provide for the discussion of many of the most important questions now confronting daily and weekly newspapers, respectively.

The banquet to be tendered by the city of Ottawa will be a memorable event in the Association's history. It is expected that the Right Hon. R. L. Borden, Sir Wilfrid Laurier, Hon. L. P. Pelletier, Hon. W. T. White and Don C. Seitz, will be among the speakers. Hon. Geo. P. Graham, M.P., will be toastmaster. This banquet will be the first in the new Chateau Laurier.

Every member of the Canadian Press Association should consider attendance at this annual meeting a duty from which he can be absolved only by absolute inability to be present. But those who come out of a sense of duty only will soon forget that fact in their enjoyment of the proceedings and knowledge that they are being materially benefited by them.

A Menace to Independence

ONE OFTEN hears disclaimers of the existence of corporate influence over the newspaper press. And yet there is not a publisher who does not know that he will suffer if he steps beyond certain conventional bounds. The truth of this statement has been brought forcibly to mind by the recent experience of that well-known New England daily, the Springfield *Republican*. In an editorial published on the day following the Titanic disaster, this paper had the temerity to say, "It is to be hoped and to be confidently expected that the full story will tell of no such unmanly cowardice to women and children as that which lent added horror to the sinking of the French

liner La Burgoyne in 1898, when the frenzied crew fought for the boats, and 571, nearly all passengers, were lost."

It just took two days to bring down the iron hand on the offending publication. The advertising agency handling the account of the French line wired a cancellation of all advertising, in this way condemning the newspaper for having dared to publish an absolute statement of fact.

Evidently nothing could have been further from the mind of the writer of the editorial than a criticism of the management of the French line. It was a fervent and humane wish that the world would not be horrified by a repetition of a brutal scene. And yet at a time when the heart of mankind was stirred to its depths, there were men cold-blooded and callous enough to resent and to revenge a wholly imaginary injury.

All right-thinking people must feel alarm at this disclosure. For one instance of open dealing, there are thousands which never see the light. The press is beset on all sides by baneful influences and it is a question whether the situation is showing any improvement. Editors have to tread very gingerly to avoid involving their papers in trouble and because of this, the so-called liberty of the press, is being seriously curtailed. It is a question that merits careful consideration, and every effort should be made by editors and publishers to maintain their freedom.

"Penalizing" Advertising Agencies

THE answer to the letter in our correspondence column signed "Western Daily Newspaper Manager" is to be found in the proposed agreement between daily newspaper publishers and recognized advertising agencies which was published in the May number of *Printer and Publisher* and will be discussed at the coming annual meeting of the Canadian Press Association. The signing of this agreement by all recognized advertising agencies and a reasonably large number of daily newspaper publishers will put a stop to the below-rate card offers referred to in this letter and afford a very effective means of "penalizing" recognized advertising agencies which persist in making them, viz.: by cancelling their recognition.

There is another side to this question of below-rate-card offers, viz.: the willingness of so many newspapers to accept advertising at almost any rate that is offered to them. This is what encourages direct advertisers and advertising agencies to offer business at less than card rates and a first essential to the elimination of these offers is the development among many publishers of an appreciation of the integrity of their own rates and a consequent insistence upon them.

The Advance in Paper Prices

WHEN consideration is paid to the general stiffening of prices in almost all manufactured commodities, it is not surprising that paper manufacturers should have found it necessary to discontinue former price lists and arrange for a new schedule at a higher level. Canadian paper dealers have notified the printers that they have been forced to cancel previous quotations and to reserve the right to advance prices without notice. The change, of course, concerns only ledger, bond and books papers, the material used by job printers.

While the generally increased cost of production may be said to be the basic cause for the upward move, still the immediate reason for the advance has been a sharp rise in the price of rags, which has made the manufacture of the higher grade papers at the old prices impossible. At the same time the labor unions have compelled all manufacturers to adopt the three-shift day in their mills, in place of the two-shift day, which has added greatly to the outlay in wages.

The advance will average from one to two cents a pound on bonds and ledger papers, with a comparatively small appreciation in book papers. New lists will be ready shortly, and will be issued just as soon as the mills complete their new schedules.

A Deadly Parallel

A PLAN adopted by the Woodstock *Sentinel-Review* to raise the standard of its political news and enable its readers to get a fair idea of the political situation, is deserving of attention, particularly from such publishers as wish to sever themselves from the ranks of the hide-bound partisans. The *Sentinel-Review* has arranged two columns in its paper, in one of which appear the opinions of liberal organs on certain public questions and in the other the views of the conservative press on the same subjects. In this way readers of the paper are enabled to size up both sides of the argument without having to subscribe to more than one publication. At the same time the *Sentinel-Review* preserves its own editorial columns for the expression of its own views.

Any political party is better served and supported by followers who have a sound reason for their allegiance than by one-sided fanatics who are blind and deaf to any good in their opponents. There are thousands of people who pride themselves on reading only those newspapers which support their own political views; to be seen reading opposition papers would be a disgrace. This spirit is readily understood; at the same time it is anything but praiseworthy.

And newspapers themselves foster the idea by resolutely suppressing all adverse opinions. They are afraid that if they were to publish an opposition argument, the allegiance of some followers might be shaken and they themselves be accused of lack of loyalty.

The plan of the *Sentinel-Review* overcomes all this in large measure and its publisher is to be congratulated in striking out fearlessly in the interests of broadminded and fair treatment of one's political opponents.

The Men Behind the Printers' Boards of Trade

This month you are introduced to



CHARLES H. TICE, SECRETARY-MANAGER, MONTREAL PRINTERS' BOARD OF TRADE

MR. TICE, you know, is editor of one of the very few bilingual publications produced in Canada. The neat little organ, which he sends out once a month from his eyrie in the Eastern Townships Bank Building, is printed in two languages, French and English. This fact shows that the Montreal Secretary knows his business and keeps the proper balance between the two elements in his Board. Furthermore, he has shown himself adroit enough not to cause friction by printing the English section in front of the French or vice versa. He simply obliterates all such trouble by putting two fronts to his paper. This happy faculty of handling the two elements is one of Mr. Tice's most valuable assets.

Born in Vineland, New Jersey, he started in the printing business in New York at the age of twenty with Wm. Allen & Co. Later he was associated for a number of years with Albert S. Clement in various capacities as outside man and office manager. Through the influence of Harry A. Brown, now president of the Barta Press, Boston, he eventually went to Boston as assistant manager of the Printers' Board of Trade of New England. At length, in 1907, he was called to Montreal, assuming the managership of the Montreal Employing Printers' Club, now the Montreal Printers' Board of Trade.

A likable as well as a most capable man, Mr. Tice has met with much success in his work in Montreal. The Board's membership has gone up from 13 in 1907 to 40 in 1912, including members from Quebec and Sherbrooke. Just now Mr. Tice is putting his whole heart into boosting the Canadian Printers' Cost Convention to be held in Montreal in October, while he is exerting his influence to have a trade school started in the new Montreal Technical School for all the printers in the Province of Quebec.

NEWS *of* PRESS ASSOCIATION WORK

Splendid Program for C.P.A. Annual Meeting

Arrangements for the 54th annual meeting of the Canadian Press Association are now complete. The meeting will be held in the new Chateau Laurier, Ottawa, on Thursday and Friday, June 6 and 7. The programme is as follows:

SESSION OF THE GENERAL ASSOCIATION.
THURSDAY, JUNE 6.

9.45 a.m.—Address of Welcome on behalf of City of Ottawa—His Worship, Mayor Hopewell.

10.00 a.m. Report of Executive Committee—J. F. MacKay, Toronto Globe.

Report of Secretary—John M. Imrie.

Report of Treasurer—J. H. Cranston, Toronto Star.

President's Address—C. W. Young, Cornwall Freeholder.

Report of Recognition Committee—W. J. Taylor, Woodstock Sentinel-Review.

Dominion Press Council Report—John A. Cooper, Canadian Courier, Toronto.

Report of complaints regarding the Postal Service received by Secretary; discussion on postal regulations; appointment of committee to interview Post Office Department regarding desired changes, and report at closing session of convention.

Nomination of Officers and appointment of Committee

11.00 a.m. PRESS FORUM: Business Topics.

(1) What the clean and honest advertisers expect from the newspapers in the matter of fake, fraudulent, and offensive advertising—E. St. Elmo Lewis, Advertising Manager, Burroughs Adding Machine Co., Detroit, and Past President Association of National Advertising Managers of U.S. Discussion: What are the newspapers of Canada going to do about it?

(2) Should patent medicine advertisements be accepted?

(3) Should advertisements of intoxicating liquors be accepted?

(4) Is it advisable to accept anonymous advertising?

(5) Our Relations with the Advertising Agencies:

(a) A Standard Contract Discussion on draft submitted by Recognition Committee.

(b) Do all publishers short-rate advertisers and advertising agencies which do not complete their contracts?

(c) How do publishers treat "requests" for special positions when the ordinary position rate only is paid?

(d) Why have not more members signed the card agreement re commissions to advertising agencies?

(e) Should the advertising agency commission be abolished in favor of a uniform rate to advertisers and advertising agencies?

(f) How should bulletins sent out by the Association be treated?

(6) Should the Government be asked to remove the duty on stereos, electros, and matrices entering Canada for use in newspapers for editorial, news, or advertising purposes?



WHERE THE C.P.A. MEETING TAKES PLACE

The handsome building in the background on the right in the new Chateau Laurier, the Convention headquarters.

1.30 p.m.—Visit to Paper Mills of E. B. Eddy Co., Limited.

3.30 p.m.—Daily and Weekly Section Meetings

6.30 p.m. Banquet in Chateau Laurier tendered by the City of Ottawa.

At some hour on this or the following day the convention will adjourn to the Parliament Buildings, where the advisability of immediately removing the duty on typesetting and typecasting machines and parts thereof, and parts of newspaper presses will be urged upon the Premier and the Ministers of Customs and Finance.

FRIDAY, JUNE 7.

9.30 a.m. Daily and Weekly Section Meetings.

12.00 noon Automobile trip around Ottawa and environs, tendered by Ottawa Valley Motor League.

1.30 p.m.—Luncheon at Experimental Farm, tendered by Hon. Martin Burrell, Minister of Agriculture, followed by Inspection of Farm.

3.30 p.m. Report of Committee on Amendments to Postal Regulations.

Report of Committee on Resolutions.

Report of Daily Section.

Report of Weekly Section.

Election of Officers.

4.00 p.m. PRESS FORUM: Business and Editorial Topics.

(1) Free Publicity—Don C. Seitz, New York World

(2) The relation of the editorial and business departments on the question of political and other advertising which may be contrary to the editorial policy—Wm. Findlay, Ottawa Free Press.

(3) What is the effect of too close adherence to party platforms and principles in perpetuating two newspapers in fields where there is room for one only?

(4) Do editorial and business controversies between newspapers pay?

(5) Does advertising in newspaper directories and house-organs benefit a newspaper?

(6) How should advertisements set chiefly in the body type of a newspaper be treated?

(7) Will the removal of the duty on type-setting and type-casting machines and parts thereof provide the desired competition in this field?

8.00 p.m.—PRESS FORUM: Editorial Topics.

(1) Is the Canadian press sufficiently independent? – W. R. Givens, Kingston Standard.

(2) Should editorial policy be allowed to influence the news?—E. Norman Smith, Ottawa Free Press.

(3) Are consultations between leaders of political parties and newspapers to the advantage or disadvantage of the public? J. E. Atkinson, Toronto Star.

(4) Has the time arrived when the Daily and Weekly Sections should be divided into sub-sections, dealing with business and editorial topics, respectively; or would the same object be accomplished more effectively by devoting one session of each Section's meetings and of the general Association meeting to Editorial topics?

(5) The relative importance of local and political or general editorials.

(6) Has the value of departments which are not news, such as serial stories, children's corners, household hints, church and religions, etc., been overestimated?

BUSINESS TOPICS.

(1) The Problem of increasing Labor Cost: How shall it be met? Should the Daily Section of the Canadian Press Association take up the labor question? Discussion will open with an explanation of the A.N.P.A.'s attitude on this question by Mr. Seitz.

(2) Cost and Income Record Systems for Daily Newspapers – J. E. Atkinson, Toronto Star.

(3) How many members know the cost per inch or line of the advertising in their newspapers? Should a committee be appointed to work out cost and income record systems for metropolitan and other daily newspapers?

(4) How to build up a good classified advertising department—John Ross Robertson, Toronto Telegram.

(5) New ideas in building and equipment for daily newspapers. Members are invited to submit information along this line.

(6) What is the best system of rates for Daily Newspapers—flat, graded, or a system of discounts?

(7) How daily newspaper publishers could reduce the Insurance rates on their buildings and contents—Paul von Szeliski, Toronto.

(8) How can the Advertising advertising campaign now running in the daily newspapers be made more effective? How far shall it be continued ond extended?

(9) Will the proposed new agreement between recognized advertising agencies and daily newspaper publishers accomplish its purpose? Suggestions for its improvement are invited.

(10) Should the payment of agency commission to a select list of direct advertisers be discontinued?

(11) Paper problems:

(a) Price.

(b) Discrimination in freight rates.

(c) Checking before and after press runs.

(d) Reduction and disposition of waste.

(12) How can membership in the Canadian Press Association be made more valuable to daily newspaper publishers?

(13) Standard form of rate card. Discussion based on form adopted by Class "C" Daily newspapers.

(14) Should not the cable rates on news matter be reduced?

(15) Is a job department a valuable adjunct to a daily newspaper in a small or medium city?

(16) Should contracts for advertising on a transportation basis be accepted from navigation companies?

(17) Should daily newspapers give equal treatment to local and foreign advertisers using equal space?

EDITORIAL TOPICS.

(1) Make-up styles simple versus a "play-up" style: effective head-line writing—C. F. Crandall, Montreal Herald.

(2) Building up a newspaper reference department- John R. Bone, Toronto Star.

(3) How should letters to the editor be treated?—A. T. Wilgress, Brockville Times.

(4) Amendment to the libel laws—R. B. Harris, Hamilton Herald.

(5) The grip of the advertiser—is it good for newspapers?—J. G. Elliott, Kingston Whig.

(6) The model daily newspaper—what are its essential features?

(7) Should sports, amusements, shows, etc., be given so much space?

SESSIONS OF THE WEEKLY SECTION.

Thursday, June 6, at 3.30 p.m., and Friday, June 7, at 9.30 a.m.

BUSINES STOPICS.

(1) How weekly newspaper publishers could reduce the insurance rates on their buildings and contents Paul von Szeliski, Toronto.

(2) The need of a cost system in a weekly newspaper office—Hal. B. Donly, Simcoe Reformer.

(3) Advertising rates and standard form of rate card for weekly newspapers. Discussion on draft submitted by Rate Card Committee appointed at last annual meeting.

(4) Bookkeeping and recording methods for the weekly newspaper office—W. E. Smallfield, Renfrew Mercury.

(5) The value of strong county associations; illustrated by the work of the Halton County Press Association—H. P. Moore, Acton Free Press.

(6) Some trade abuses which may and should be wiped out through united action by weekly newspaper publishers—E. Roy Sayles, Port Elgin Times.

(7) Public entertainments and free readers—David Williams, Collingwood Bulletin.

(8) What is the most efficient way of handling newspapers in the mailing department?

(9) What is the best way of developing foreign advertising?

(10) Should the Advertising Advertising campaign be extended to include weekly newspapers also? How many members are prepared to run on scheduled dates a series of advertising advertising local advertising particularly?

(11) Do the figures in the C.P.A. average cost price list really represent average cost? If so, what are we going to do about it?

(12) How can membership in the C.P.A. be made more valuable to weekly newspaper publishers?

(13) Is it not desirable that there should be two or more classes of contributing weeklies, as is now the case in the Daily Section?

(14) What is the value of circulation secured through contests? Do circulation contests yield ultimate profit?

(15) Will the proposed new agreement between recognized advertising agencies and daily newspaper publishers accomplish its purpose? Suggestions for its improvement are invited.

(16) New ideas in building and equipment for weekly newspaper plants. Members are invited to submit suggestions along this line.

(17) The training of apprentices; should there be a return to the indenture system of apprenticeship?

(18) Should not the legislature be asked to change the date of municipal elections or the date of making up the Treasurer's statement?

EDITORIAL TOPICS.

(1) Should not weekly newspapers go in for large headlines and "spread more" on local features?—W. H. Robertson, Goderich Signal.

(2) Should not every weekly newspaper express its opinion editorially?—J. J. Pratt, Owen Sound Herald.

(3) Some essential features of a model weekly newspaper—W. E. Smallfield, Renfrew Mercury.

(4) The weekly newspaper as a factor in town and county development—J. M. McAdams, Sarnia Canadian.

(5) Should the writing of letters to the editor be encouraged? How should they be treated when received?—H. T. Blackstone, Orillia Times.

The Canadian Pacific Railway and the Grand Trunk Railway have been very generous in the matter of transportation to and from the convention city. This fact and the excellence of the programme prepared should ensure a record attendance.

Annual Meetings of Western Press Associations

The Executive Committee of the Alberta and Eastern British Columbia Press Association met at Nelson, B.C., early last month to arrange for the next annual meeting. It was decided to hold this meeting at Nelson on Friday and Saturday, July 26 and 27. John M. Imrie has promised to attend and give an exposition of the C.P.A. Cost System.

The Western Canada Press Association will meet at Port Arthur and Fort William on August 1, 2 and 3. The local publishers and municipal officials are arranging a splendid programme of entertainment and it is expected that the attendance at this meeting will break all past records. F. B. Allen, Port Arthur *Chronicle,* will attend the C.P.A. annual meeting in Ottawa for the purpose of inviting and urging the Daily Section of that body to hold its next annual summer meeting in the Twin Cities at the time of the W.C.P.A. meeting. If this invitation is accepted a joint meeting of the daily newspaper publishers of both sections will be held.

An Explanation

The Central Press Agency, Limited, has objected to its inclusion in the list of firms reported in our last number as having asked free publicity for themselves or their clients. In fairness to this firm the following explanation is published: The Central Press Agency, Limited, offered plates of a fashion page illustrating and describing May Marton Patterns. Readers of this page are asked to send to the publisher 10 cents for each pattern desired. The publisher gets a profit out of this amount and for this reason Central Press Agency, Limited, does not think *Printer and Publisher* is justified in stating that free publicity for May Marton Patterns Co. has been requested. Our readers may draw their own conclusions as to whether the classification was correct.

Standard Rate Card for Weekly Newspapers

A standard form of rate card for weekly newspapers and a schedule of suggested rates for various circulations were prepared at a meeting in Toronto on May 23 of the committee appointed for that purpose at the last annual meeting of the Canadian Press Association. The standard form is very similar to the one adopted by the Class "C" daily newspapers and published elsewhere in this issue. The rates for both local and foreign advertising are on a sliding scale, the divisions of space being 1, 50, 100, 200, 400 and 600 inches. The standard form and schedule of suggested rates will be considered by the Weekly Section of the Canadian Press Association at the coming meeting in Ottawa.

Model Rate Card and Advertising Rates for Small Dailies

The proposed standard form of foreign rate card for small daily newspapers published in the May number of *Printer and Publisher* was amended at a meeting of class "C" daily newspaper publishers held in Toronto on May 2. The form as finally adopted is as follows:—

THE PLAINDEALER
Fairville, Ont.

Daily (Evening) Weekly.

Sworn Circulation, Daily .....
Sworn Circulation, Weekly .....
Size of Paper, etc. Paper set in 8 pt.; 7 columns to page; columns 20 inches long, 13 ems wide; number of pages: Daily, 8-16; Weekly, 8-20. We can (cannot) use mats.
Subscription Rates: Daily $8.....; Weekly $8.....

DISPLAY CONTRACTS PLATE MATTER.

Alongside reading matter; space to be used at option of advertiser within one year; agate measurement, 14 lines to inch.

	Daily per inch	Weekly per inch
1 inch and over	.....	.....
50 inches and over	.....	.....
100 inches and over	.....	.....
200 inches and over	.....	.....
400 inches and over	.....	.....
600 inches and over	.....	.....
800 inches and over	.....	.....
1000 inches and over	.....	.....

Contracts for Daily may run in weekly pro rata conditional on not over one-third of contract being used in Weekly.
Composition Display matter requiring to be set, 3 cents per inch per insertion additional on plate matter rates.
Reading Matter—Three times display plate matter rates.

SPECIAL POSITIONS.

1. Isolated position, apart from advertising, 33 1-3% extra.
2. Top of page and alongside reading matter, or following at least 4 inches and alongside reading matter 25% extra.
3. Top of page, but not necessarily adjoining reading matter, 15% extra.

SPECIAL ADVERTISING.

Annual statements of banks and other financial corporations, whether having ordinary contracts or not .... cents per inch.
Political and election advertising, ... cents per inch.

CONDENSED ADVERTISEMENTS.

One cent per word for first insertion and one-half cent per word for each subsequent insertion. Minimum charge 25s. 5000 words or over, one-third cent per word.

The standard rate card will consist of 4 pages, each 3½ by 6 inches. The form printed above will go on the two inside pages. The publisher's own advertising only will go on the two outside pages. This arrangement was requested by the advertising agents, most of whom paste the rate cards in books and therefore desire to have all necessary information on one side of the card. Heavy bond or ledger paper should be used for the cards that are supplied to the advertising agents.

The charge of three cents per inch per insertion for composition will not in most cases cover the cost of composition, particularly as this charge is subject to the usual advertising agency commission. But it is an advance of from 100 per cent. to 200 per cent. over the rates that have hitherto prevailed, and it was thought well to advance the rate by degrees rather than at one step.

The minimum foreign advertising rates per inch approved and recommended by the meeting are as follows:—

Circulation:	500	1000	2000	3000	4000	5000	6000
1 inch and over...	.15	.20	.24	.28	.32	.37	.42
50 " " "	.12	.16	.19	.23	.27	.30	.36
100 " " "	.10	.14	.16	.19	.22	.25	.30
200 " " "	.09	.12	.14	.16	.18	.22	.26
400 " " "	.08	.10	.12	.14	.15	.19	.22
600 " " "	.07	.08½	.10	.12	.13½	.16	.19
800 " " "	.05⅞	.07½	.09	.10½	.12	.14	.16
1000 " " "	.05	.06½	.08	.09½	.11	.12½	.14
Annual statements of banks and other financial corporations, whether having ordinary contracts or not	.25	.30	.35	.42	.49	.56	.63
Political and election advertising	.25	.30	.35	.42	.49	.56	.63

These rates are based on conditions in Ontario. They could reasonably be adopted by most class "C" daily newspapers in Quebec and the Maritime Provinces also, but higher rates should be obtained in Western Canada. A few class "C" daily newspapers published in Ontario have announced their intention to charge slightly higher rates than those suggested for their respective circulations.

The meeting recommended that new rate cards issued in accordance with the schedule of suggested rates become effective on September 1.

Grey and Bruce Associations Affiliate

An affiliation of the recently organized Press Associations of Grey and Bruce Counties was consummated at a joint meeting held in Harriston, Ont., on Saturday, May 18. Officers of the new organization were elected as follows:—President, Wm. McDonald, M.P.P., Chesley *Enterprise;* Vice-President, J. H. Rutherford, Owen Sound *Times;* Secretary-treasurer, A. Bond, Richardson, Bond and Wright, Owen Sound; Executive Committee, the elected officers and J. J. Hunter, Kincardine *Reporter,* A. Logan, Wiarton *Echo,* W. Irwin, Durham *Chronicle* and E. R. Sayles, Port Elgin *Times.*

The Association adopted a uniform policy in the matter of clubbing rates. Hereafter all members will charge for outside publications at the following rates: 50 cent publications, 75 cents; 75 cent publications, 90 cents; $1.00 and $1.20 publications, $1.50; all other publications an advance of 50 cents upon the cost to the newspaper. The matter of uniform prices for job work also was considered and it was decided that a price list of job work should be prepared as soon as the C.P.A. average cost list is published.

Several members gave instructive talks on newspaper problems. J. J. Pratt, Owen Sound *Herald,* spoke on the place of the editorial in the country weekly; E. Roy Sayles, Port Elgin *Times,* emphasized the advantage of a paid-in-advance subscription list; J. A. Richardson explained the method of treating overhead expenses in the Owen Sound job office of which he is part owner; A. Logan, Wiarton *Echo,* spoke on municipal and county printing and John M. Imrie, Secretary of the Canadian Press Association, suggested some features of the work that can and should be undertaken by district associations.

Among those present at the meeting were: W. Irwin, Durham *Chronicle,* P. Ramage, Durham *Review,* W. J. Wraith, Lucknow *Sentinel;* E. Roy Sayles, Port Elgin *Times;* Thos. Nash, Wroxeter *Planet;* G. H. Mitchell, Hanover *Post;* Wm. McDonald, M.P.P., Chesley *Enterprise;* E. Short, Southampton *Beacon;* J. A. Richardson, Richardson, Bond and Wright, Owen Sound; H. Moffatt, Owen Sound *Advertiser;* J. J. Pratt, Owen Sound *Herald;* Stewart Fleming, Owen Sound *Sun;* A. Logan, Wiarton *Echo;* M. McKenzie Paisley, *Advocate;* J. J. Hunter, Kincardine *Reporter,* D. S. Lillico, Chesley *Enterprise,* Mrs. McConnell, Walkerton *Telescope;* D. Widmyer, Ayton *Advance,* H. A. Van Dusen, Tara *Leader,* E. H. Dewar, Harriston *Review,* and John M. Imrie, Secretary, Canadian Press Association.

Express Company Retaliates

In last month's issue of *Printer and Publisher* reference was made to a decision handed out by the Board of Railway Commissioners covering the express charges on the carriage of newspapers in bulk in Western Canada. The ruling of the Board established a scale of charges that was considered equitable by western publishers. It now transpires that one of the express companies has been wilfully misconstruing the order of the Board. It seems that in each case, a minimum charge of 10 cents per shipment, was called for by the ruling. Instead of considering this as intended to refer to the shipment en bloc, the express company interprets it to mean that it should be levied on each individual parcel in the shipment. The absurdity of this is obvious, while it must be apparent that if the shipping company had been accustomed to levy its charges on the shipment en bloc, before the order was issued, it should be compelled to pursue the same policy now. Western publishers are taking up the matter with the Board and there is an expectation that redress will soon be granted them.

Late News Items

John W. Eedy, publisher of the St. Mary's *Journal,* and Mrs. Eedy have returned home, after spending the winter in Los Angeles, California.

A special Eastern Township Edition of the Sherbrooke *Record* is being issued on June 1, in connection with the campaign to advertise the Eastern Townships, in which the Dominion and Provincial Governments are co-operating. It contains 32 pages, coated paper.

R. D. Harkness, at one time publisher of the Iroquois *News,* died recently at Sault Ste. Marie, aged 52 years. He started the first daily paper in Vancouver, now the News-Advertiser, in partnership with Mr. Ross, editor of the Smith's Falls *News.*

F. C. Dickinson, formerly editor of the Oshawa *Reformer,* has gone to take a position on the Moose Jaw *Times.*

The Courier Press have purchased a lot on the west side of University Avenue, Toronto, just above Queen Street, and will commence at once the erection of a new building.

J. A. McKay, publisher, of the Windsor *Record* returned on May 30 from a trip to Vancouver, Prince Rupert and other Western points. J. F. MacKay, business manager of the Toronto *Globe* returned a few days earlier from a similar trip. Both left the East on the same day (April 29) and although not travelling together, they were in Winnipeg, Vancouver and other cities at the same time—much to the confusion of some Western newspaper reporters who seemed to think "the two MacKays" of the C.P.A. Daily Section are one and the same person.

NEWS ITEMS

BRITISH COLUMBIA.

C. Dell Smith, proofreader on the Victoria Times, is dead. He was at one time on the staff of the Toronto Globe and later on the Toronto Empire. He then went West and spent some years on papers in Rossland and Nelson.

On May 8, the Coquitlam Star issued a special progress number of thirty-two pages and cover, which is one of the most creditable specials that has appeared in the West for a long time. The cover design was an elaborate three-color production, showing in pictorial form the activities now centreing around the new railroad city. Inside there was a wealth of excellent illustrated material on the various phases of Coquitlam's growth, which will be found useful by all who are interested in real estate values in the municipality. R. W. Hulbert is founder and editor of the Star. In the special it is announced that the publishing company has been compelled to erect a considerable addition to its premises to accommodate an increased plant.

ALBERTA.

C. L. Willis of the Stettler Independent has installed a job plant at Gadsby.

L. E. Davis of Carstairs, has established a job office at Calgary and installed a new plant.

F. A. Wherry of Carbon, has installed a printing plant and started a weekly newspaper.

L. S. Gowe, late of the Lethbridge Daily News, is reported as about to start a weekly at Macleod.

The publisher of the Killam News, Mr. Eastley, has started a paper at Lougheed, called the Express.

Vulcan is the home of a new weekly, called the Review, which is being printed at present at the Advance office, Okotoks.

Another job printing establishment has been opened in Calgary by Ames and Pitts, who have come west from Toronto.

McKenzie & Stowe have opened a new job office in Edmonton. J. A. McNeil is also the proprietor of a new office in the same city.

Lucius J. Hicks, late of Portland, Oregon, has installed a large engraving plant at Calgary, which will fill a want for Alberta printers.

A report comes from Calgary that George Thompson and George Tryon, who till recently controlled the Saskatoon Daily Capital, have secured control of the Calgary News-Telegram.

The job printing plant of W. B. Cameron, Calgary, has been sold to Fred B. Cummer & Sons, who have enlarged the plant considerably. Mr. Cameron has gone to Battleford to enter the real estate business.

Geo. P. Smith, M.P.P., editor of the Camrose Canadian, has returned from an extended tour of the middle western states, where he headed a party of Camrose business men, whose object was to advertise their town.

On May 16 the High River Times added a sixteen page supplement to its regular issue. The number carried out very ably the idea which it was intended to convey, viz., the wonderful progress being made by the High River district. The contents were of a rather more solid type than one usually finds in the average special edition, being contributed by a number of prominent citizens and writers.

SASKATCHEWAN.

The Warren Press, Saskatoon, has been acquired by Dibbs & Rayment.

The Young Journal has been established at Young by William Schierholtz.

J. W. Bailey, publisher of the Balgonie Observer, has gone out of business.

Mr. Smith, proprietor of the Battleford Press, is spending a vacation in the east.

A. W. Moote has joined the staff of the Weyburn Herald. He comes from Sarnia, Ont.

W. H. Lee has started the News at Pelly. Mr. Lee had been conducting a job plant at Durban, Man.

R. F. Williams, of the business staff of the Regina Leader has been buying orchard lands near Cranbrook and will take up his residence there next spring.

Aungers & Robertson have established a new bindery and ruling plant at Saskatoon.

The Plenty Planet has been established at Plenty, by C. E. Sexton, who has also started a job printing office there.

C. R. McIntosh has purchased the North Battleford News from Jos. W. Bawden, who has conducted the paper for some time.

James A. McGowan, editor of the Nokomis Times, was married recently to Miss Mildred Bailey, formerly of Orangeville, Ont.

S. P. Leach who has been employed in the office of the Rouleau Enterprise has gone to Sedley to take charge of the local paper.

Mr. Polley, editor of the Herbert Herald, is to establish a paper in Swift Current and open a real estate office there as well.

S. P. Leach, who has been employed in the office of the Rouleau Enterprise for nearly two years, has taken charge of the paper at Sedley.

Sam Moore of the Swift Current Sun has accepted the Liberal nomination for the constituency adjoining Swift Current, in the approaching provincial elections.

W. B. Foster, who has been appointed advertising manager of the Saturday Press, Saskatoon, was formerly editor and business manager of the Lunenburg, N. S. News.

The advertising committee of the Regina Board of Trade has decided to spend five thousand dollars in newspaper and magazine advertising during the remainder of the year.

The Perdue Witness has been sold by H. J. Kirby to H. W. Reader, a real estate agent. Mr. Kirby has gone to Saskatoon, where he has purchased a half interest in the job printing plant of G. W. Norman.

G. J. Oleson, a local implement dealer, has purchased and taken possession of the Glenboro Gazette. R. M. West, the former proprietor, has gone on a homestead not far from Glenboro. The inside work of the Gazette will be handled by F. C. Beech of London, England, a gentleman of long experience in the publishing business.

MANITOBA.

Dr. W. T. Allison, who was formerly well known in newspaper circles in Toronto and who is now professor of English literature in Wesley College, Winnipeg, has been appointed literary editor of the Winnipeg Telegram.

Rae L. King, who is now editor and manager of the Treherne Times, is a graduate of the Observer office, Tillsonburg, Ont.

Jacob Friessan is the editor and proprietor of the Advance recently established at Giroux. A new plant has been installed.

D. J. Wallace, proprietor of the Cartwright Review, was married recently to Miss Heatherington of Saskatoon.

ONTARIO.

Louis Lemieux, foreman of the Pembroke Standard was married last month to Miss M. A. Neville, of Pembroke.

E. J. Guy has been appointed Toronto agent for the Vancouver Sun, with offices at 61, Canada Life Building, Toronto.

James Simpson, of Toronto, is touring Ontario in an effort to secure support for the establishment of a labor paper.

Fred W. Field, managing editor of the Monetary Times, is another eastern journalist to have toured the Canadian West recently.

The Bowmanville Review, which suspended publication some months ago, is being revived by J. H. Hines, at one time a member of the Toronto Telegram staff.

On May 14 the Despatch and Tribune of North Bay issued a creditable Growing Edition, containing description of the progress of the town in all departments of activity.

Morriset & Morriset, Limited, have purchased the building and business of L'Imprimerie Commerciale, 159 Sussex St., Ottawa, from Dallaire & Aubin, the former owners. It is understood that no changes will be made in the staff.

Another change in the management of the Pembroke Standard is announced. E. B. Christiansen, who for a number of years conducted the German Post of that town, has become editor and manager. The Standard is now an all home-print paper.

W. H. Riddell, who was at one time engaged in journalistic work in Toronto, as joint owner and manager of the Tribune, died at Waterloo on May 9. He was assistant manager of the Waterloo Mutual Assurance Company at the time of his death.

The M-D-S Printing Company, which recently purchased the Owen Sound Advertiser from James H. Little, is now publishing the Woman's Weekly, a free advertising paper, in addition to the Advertiser and is also running a job printing department. H. R. Moffat is business manager, D. Russell Dobie is editor and H. Percy Smithson, superintendent.

There is a prospect of some changes in the newspaper situation in Windsor, when J. A. McKay, owner and publisher of the Record, left for Prince Rupert early in May, he gave an option on the paper, running for thirty days to Barrister O. E. Fleming, who was acting for certain conservatives. These parties are

figuring on buying the Record or starting a new paper, but have not yet reached a decision. Mr. Blackburn of the Lonodn Free Press recently looked into the situation for the conservatives and it is understood that he recommended the purchase of the Record rather than face the music with Detroit papers as extra opposition.

John M. Imrie, secretary of the Canadian Press Association and manager of Printer and Publisher, will leave Toronto on June 19 for a seven-weeks' trip through the West. He will attend the annual meeting of the Alberta and Eastern British Columbia Press Association at Nelson, B.C., on July 26 and 27 and the annual meeting of the Western Canada Press Association at Port Arthur and Fort William on August 1, 2 and 3.

QUEBEC.

G. M. McDade, editor of North Shore Leader, Newcastle, N.B., is now in Montreal Star.

La Vigie, of Quebec, is to become a weekly again, after having done service as a daily during the provincial election campaign.

W. Headley, who has held important positions on the Montreal Witness and Star, has gone to Sydney to undertake the editorship of the Record.

Armand Lavergne has instituted actions against Le Soleil and La Vigie for $2,500 each, for alleged libel contained in charges made relative to his legal practice.

Omer Chaput, who has had a wide experience both in French and English newspapers throughout his province, has severed a long connection with the Star. He is now city editor of La Patrie.

Liqueurs et Tabacs, published by Le Prix Courant, Montreal, has been discontinued as a separate publication, and will appear in future on the first Friday of each month as a section of Le Prix Courant.

R. L. Werry, who has been prominent in Montreal journalistic circles for some years, has been appointed secretary-treasurer of the local Builders' Exchange. He was on the Witness from 1898 to 1911, and after that with the Hugh C. Maclean Company.

R. S. Somerville, assistant managing editor of the Montreal Star, has left to join the News Advertiser, Vancouver, B.C. He has had a long connection with newspaper work, and was most popular among the rank and file of Montreal newspaper men.

Wm. Headley, also of the Montreal Star staff, left during the month to assume the editorship of the Herald at Sydney, N.S. He received his early training in England, but has had considerable experience in Canadian journalism. Before leaving he was given a handsome present by his confreres.

Murray Williams, for some years past financial editor of the Montreal Daily Star, has gone into the brokerage business. He has been succeeded on the Star by J. Miller McConnell. Mr. McConnell is an experienced journalist, a son of the late Robert McConnell, formerly editor of the Halifax Chronicle.

In the delegation of representative Frenchmen who visited Canada early in May were three journalists, Gaston Deschamps, of Le Temps; M. Gignoux, of Le Figaro, and M. Maurice Muret, of Les Debats, all Parisian dailies. They came to America to be present at the celebration at Crown Point, N.Y., in connection with the Third Centenary of Champlain.

MARITIME.

G. I. Brooks, editor and proprietor of the Bear River (N.S.) News, has moved, with his family, to the United States.

J. D. Black, city editor of the Fredericton Gleaner, has returned after a month's visit to the west, and is again on the desk.

Edgar Kelley, who has been city editor of the Transcript, Moncton, N.B., for some time, has left for Halifax to join the editorial staff of a paper there.

The local boards of trade through New Brunswick are co-operating in conducting a publicity campaign in connection with the "Back to New Brunswick for a Week" movement. Each centre is to have an "Old Home Week."

F. Ayer, editor and publisher of the Eastern Labor News, recently appeared before the Trades and Labor Council in St. John and submitted data in connection with the proposition of establishing a labor paper in that city. The matter is now being considered by the council.

Application has been made for the incorporation of the Miramichi Publishing Co., Ltd., for the purpose of publishing a newspaper in Newcastle, N.B. The capital is to be $10,000, and R. A. Murdoch, John Ferguson, W. H. Belyea, John McColm, and Donald Morrison are the applicants.

William Quinn died recently at the home of his father, in St. Andrews, N.B. He was a young man who showed much ability and promise as a cartoonist, and many of his caricatures appeared in the Montreal press. He was twenty-five years old, and had been in Montreal for many years.

The Transcript of Moncton observed the twenty-fifth anniversary of its founding on Saturday, May 18. It has been owned during that time by John T. Hawke, who is still connected with its management. It has made great progress during those years, and is now ranked among the foremost papers in the province in political circles, as well as in other directions.

H. V. McKinnon, manager of the St. John Standard, and E. W. McCready, managing editor of the St. John Telegraph and Times, were in Toronto recently on matters connected with the plans of the Maritime Press Association, endeavoring to secure cheaper rates for telegraphic services to the Eastern provinces. While they were successful in securing a partial reduction, a refusal was made to anything further.

George M. McDade, who was for some time on the reporting staff of the St. John Star, later editor of the North Shore Leader, Newcastle, N.B., has come from Montreal, where he was reporting on the Star, to take the position of publicity agent for Fredericton, N.B., for the purpose of advertising "Old Home Week" and the city's advantages. The position was first offered to E. J. Payson, of the Moncton Times, but he declined.

A chancery court action has been brought against the Mail Publishing Co. of Fredericton, by Mabel E. Murchie. This case has arisen through complications following a circulation contest conducted by the Daily Mail, in which the complainant claims that she was entitled to select a chaperon as the winner of the contest; that she did so, but that another woman went on the prize tour instead. She says she worked for three or four weeks and secured 281,342 votes in the contest, the largest number, which would mean quite a list of subscriptions, and claims that the Mail did not keep its contract with her. The directors of the Mail claim that the contract was not broken, but that through Mrs. Murchie's fault a difference arose which resulted in the change in the selection of the chaperone. Damages are asked by the plaintiff.

TRADE NOTES

A NOTABLE CONVENTION EXHIBIT.

During the convention of the Associated Press and the American Newspaper Publishers' Association, held at the Waldorf Astoria Hotel in New York, commencing April 22, the Lanston Monotype Machine Co. had what was perhaps one of the most noteworthy exhibits of machinery in actual operation which has ever been set up in the hotel for convention purposes. This exhibit was made in one of the small parlors on the convention floor, and consisted of two complete casting machines, one with the 18-point attachment applied, a Style D and Style DD keyboard, besides a typecasting machine, which was constantly busy in casting type for the cases.

All of the machines were run under ordinary commercial conditions, the operators, in fact, having been selected from Monotype offices in which the newspapers are used on ad. and news work. A great variety of combinations of matrices were used in order to demonstrate the quick change possibilities of the



With a $25 Lino-Tabler equipment, transferable in an instant from one standard Linotype machine to any other, operators of average competence set intricate tabular matter, at nearly straight-matter speed, with every face and language of one-letter or two-letter Linotype matrices, on full-length, unsawed slugs. Brass Lino-Tabler rule of all foundry faces, one-third size of illustration, costing one to two cents a foot, is quickly inserted, the rules resting securely on shoulder of slugs. The sole annual outlay, for one equipment, is $25; a five-machine plant will be equipped for $100; or five-year licenses, payable $20 yearly for each outfit, will be granted established concerns. Very few users of the system whose tabular output is five per cent of their total have failed to renew their contracts at expiration. Address, for contract form, any Mergenthaler Linotype Agency, or CHICAGO LINO-TABLER COMPANY, Inland Printer Building, Chicago; Tribune Building, New York.

WILLIAM C. HOLLISTER, President & Treasurer — 2413 — ASHTON G. STEVENSON, Vice-Pres. & Gen. Mgr.



Monotype on news or ad. work, and some very complicated examples of department store advertising, which could not be composed otherwise except by hand, were composed at the key board and quickly run off the machines to the delight of many publishers who had never before seen the Monotype in actual operation on newspaper copy.

It took the Monotype Company's men exactly one whole day of 24 hours to make this installation complete and ready for service, and the booking agent of the Waldorf, who has arranged for many similar enterprises, said that it was without doubt the quickest work he had ever seen on an exhibit which was so complete.

As a result of this exhibition, the Monotype Company has booked orders for a considerable number of standard equipments and type casters, besides impressing upon a great many publishers and mechanical executives the value of the Monotype in the newspaper composing room.

NEW SAMPLE BOOK.

An announcement that should be of interest to every printer is contained in the advertisement of the Brown Bros., Limited, 51-53 Wellington Street West, Toronto. This firm have just issued a new set of cardboard samples, together with a new price list and aluminum card scale; all are packed in a neat box which can be placed on the corner of your desk and used to great advantage in figuring jobs. If your name is not already on their sample list you should write at once.

TYPOGRAPHIC NUMBERING MACHINES ARE A GOOD INVESTMENT.

For some years past the Wetter Numbering Machine Co., Brooklyn, N.Y., tried to interest one of the large bank note companies in its type-high numbering machines for use on printing presses. They had been numbering all their bond coupons, thirty, forty, fifty, and sixty to a sheet, on the regular foot-power paging machine. The manager of this concern informed the Wetter people that the most expert operator in their employ could, under good conditions, print 20,000 numbers in one day.

This is unusual, as the average operator on this style of machine would probably produce 14,000 to 15,000 numbers.

This concern became interested to the extent of purchasing fifty machines, and in order to use them in connection with their particular work, it was necessary to put in a 13 x 19 platen press, using fifty machines in one form, for fifty coupons.

At the end of three months, after giving this system a good trial, they ordered another lot of fifty machines, and within six months their outfit consisted of fifteen 13 x 19 platen presses, each equipped with fifty machines.

They are now producing on an average of 40,000 printed numbers from each press per hour, and are well satisfied with the small cost of the original investment, compared with the results they are getting.

In this particular case the parties at the head of the concern made a thorough investigation in regard to the merits of the different machines of this kind, and decided on the Wetter machine, for the reason that it was absolutely necessary at all times to have every figure print very plain on hard bond paper; the investigation they made convinced them that the drop-cipher feature of the Wetter was the only one that would hold up for this exacting work.

The drop-cipher feature has proved out in the most severe tests, particularly with concerns who print numbers on celluloid, one of the hardest tests that a numbering machine can be submitted to.

Interested printers who do this class of work should write to the Wetter Co., asking for further particulars, and stating that they "saw it in the Printer and Publisher."

SOME POINTS ABOUT THE SAFETY PRESS.

In the Safety Press the delivery is automatic and the printed stock is neatly jogged into a nice even pile ready for cutting, padding or packing. This is a valuable labor-saving feature and saves the many hours usually devoted to the hand jogging of job press work. The printed stock is always within view of the operator the risk of spoils with all its attendant evils being thus minimized.

The platen is stationary and being part of the massive main frame is as rigid as a rock. It has no springs, cams, gears or bolts to wear and become loose and destroy the truth of platen surface. Powerful impression on any size form, whether full or otherwise, is thus ensured and perfect register can be absolutely relied upon.

The make-ready is accomplished with unusual speed and ease by means of the make-ready plate. This plate is movable and enables the pressman to do his make-ready in the best light obtainable, and in the most convenient place, while the press is being washed up and otherwise prepared for the job by cheaper

Buntin Gillies & Co. Limited

B & G

LINEN FINISH PAPERS

Stocked at Hamilton in the following qualities.

Kildare

9c. per lb.

17 x 22—20, 24 lb. White Wove
20½ x 33—34 lb.
21½ x 32—37, 46 lb.
22 x 34—40, 48 lb. White Wove
7-20 Envelopes, boxed in ½ M's, $1.10 per M.
7-24 Envelopes, boxed in ½ M's, $1.20 per M.

Mail Order Bond

12½c. per lb

17 x 22—16, 20 lb. White Wove
22 x 34—32, 40 lb. White Wove
17 x 22—20 lb. Blue, French Brown, Grey, Gold, Heather, India and Opal.
7-20 Envelopes, White and Blue, boxed in ½ M's, $1.35 per M.
8-20 Envelopes, White and Blue, boxed in ½ M's, $1.50 per M.

Merit Bond

16½c. per lb.

17 x 22—16, 20 lb. White Wove.
22 x 34—32, 40 lb. White Wove.
17 x 22—16, 20 lb. Blue and Goldenrod.
22 x 34— 40 lb. Blue and Goldenrod.
7-20 Envelopes, White, Blue and Goldenrod, boxed in ¼ M's, $1.75 per M.
8-20 Envelopes, White, Blue and Goldenrod, boxed in ¼ M's, $1.90 per M.

Samples mailed on application.

Use Stic Tite the unexcelled Powder Paste.

B & G

Hamilton and Montreal.

labor. With two such plates any job can be taken off before completion to enable a rush order to be executed and can be replaced without loss of time or make ready. These plates are made with wonderful exactness and are interchangeable. Jobs made ready in advance can therefore be placed on any Safety press. This has been found exceedingly valuable, especially where two or more Safetys are in use.

The Safety Press is "one of the Montgomery Line," sold by Anglo-Canadian Type and Printing Machinery Co., Limited, Toronto.

RECENT TYPESETTING MACHINE INSTALLATIONS.

The Model 8, three-decker Linotype seems to be meeting with a general approval by Canadian printers and publishers, for it has recently been added to the equipment of the following plants: Toronto Telegram, Toronto Saturday Night, Winnipeg Telegram, Calgary News-Telegram, Calgary Herald, Swift Current Sun, Saskatoon Star, Kingston Whig, St. John's (Nfld.) Telegram, and Joe Adair, Edmonton.

The Toronto Saturday Night has recently installed a Thomson Type Caster also.

VALUABLE BOOKLET.

The Triumph Electric Company, of Cincinnati, Ohio, has issued, under the name of "The Printer's Guide," a booklet that will be of interest and value to printers in connection with their electrical equipment. In addition to many suggestions about motor equipment for different presses and other printers' and bookbinders' machinery, a number of tables are given showing the Triumph motor recommendations for driving cylinder and job presses. The Triumph Electric Company will be pleased to supply any printer with a copy of this valuable booklet.

NOTICE

We make a specialty of **Electrotypes** from **Halftones.**

The National Electrotype and Stereotype Co., Ltd.
73 to 81 Adelaide Street West - Toronto, Ontario



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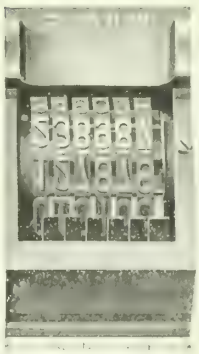
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The one-inch wide WETTER

A NEW MACHINE

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One Printer produces 48,000 Tickets per hour on a Gordon Press. Worth looking into.



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The question of investment is very important. Especially important is the point to place your plant in a working position to meet the competition of the immediate future—to get the greatest return in the shortest possible time.

Look over your present equipment—see if it is capable of making you the profit it should; if not, consult me.

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FOR SALE — NEWSPAPER AND JOB plant, real estate and insurance business in connection; plant and office equipment thoroughly up to date. Apply The Herald, Whitewood, Sask.

FOR SALE NEWSPAPER AND JOB printing—owing to other interests I am offering for sale The Rouleau Enterprise plant and business. Business well established and plant in good condition. $2,000 cash handles, and the proposition is a good one. Andrew King, Rouleau, Sask.

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A BOOKKEEPING STAFF IN ITSELF, DOing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. National Cash Register Co., 285 Yonge St., Toronto.

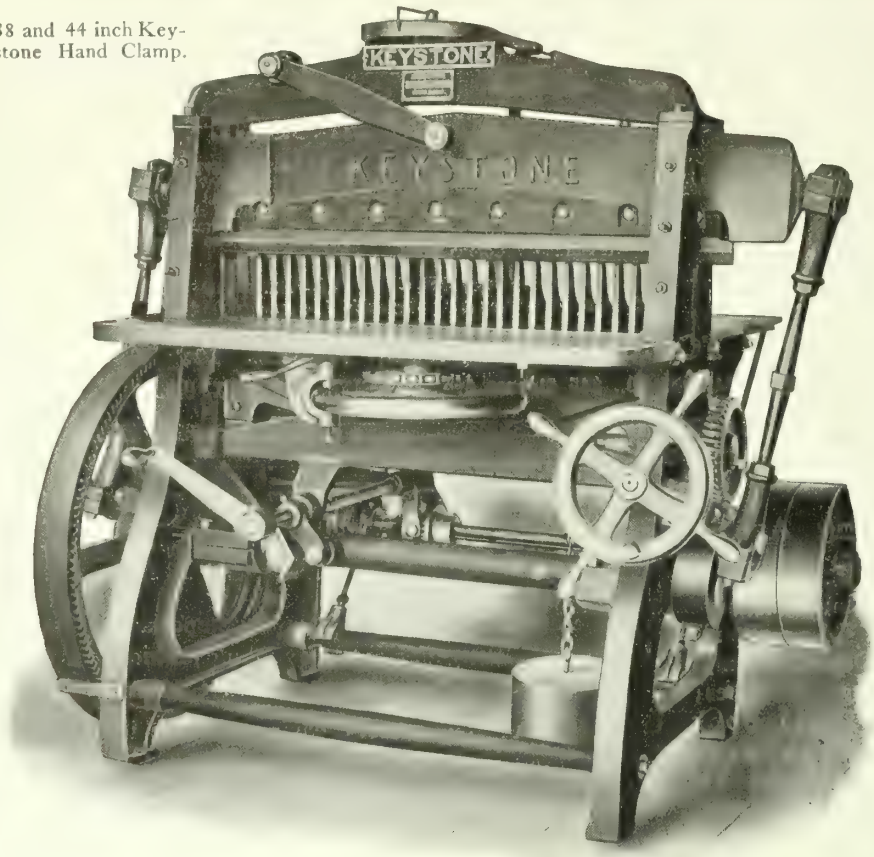
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MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

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By the set of 3 with key and extra tongues.

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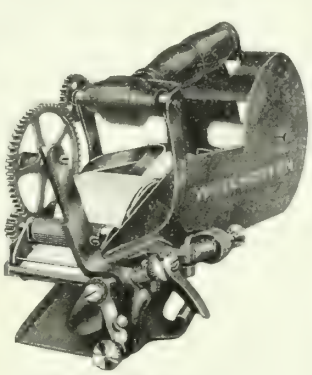
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from your Paper Dealer write us here please for you cannot afford to use the Curly sort.

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The Queen City Printing
Ink Co. of Canada, Limited
has been purchased by

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Limited

We have been told we make the best rollers in Canada. When you have rollers to be cast, send us your cores and give us a trial.

CHARLES BUSH, LIMITED
105-111 DAVENPORT ROAD
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CHARLES BUSH
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are growing

They have purchased the plant and premises of

The Queen City Printing Ink Co.
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They are now in a better position than ever to attend to all your requirements in

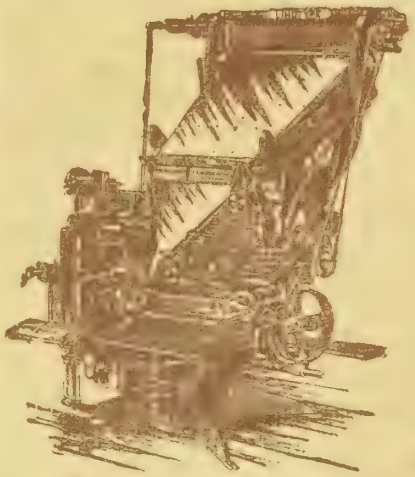
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They sell goods with distinct understanding that if not up to standard the goods may be returned at their expense.

They Specialize in

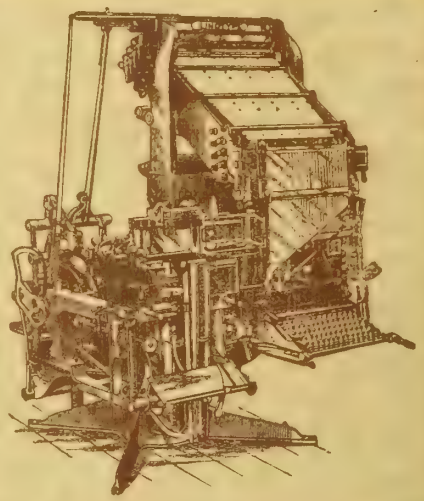
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Black and Colors

CHARLES BUSH, LIMITED
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TORONTO, CAN.



QUICK-CHANGE MODEL 8
Three Magazine Linotype

Making Friends Means Making Good.

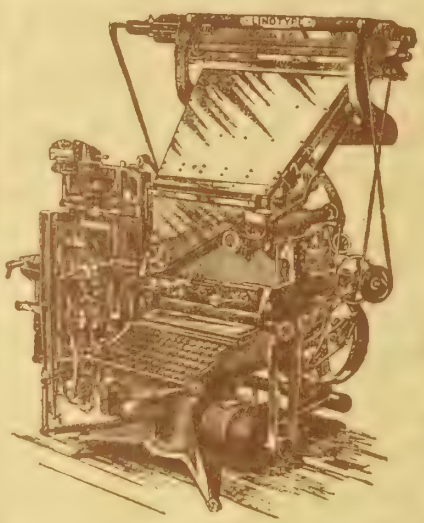


QUICK-CHANGE MODEL 9
Four Magazine Linotype

Personality counts a little—acquaintanceship counts a little—tact counts a little—**but making good counts for all!**

Model 10
at $2,250

While not carrying so many matrices in the magazine, nor possessing the productive capacity and versatility of our quick change multiple models, it handles Standard Linotype matrices up to and including 11 point in face, and casts a line 4 to 30 ems in measure.



MODEL 10

The Linotype

is an absolute necessity in every first-class printing shop, especially if economy of production is desired. The Linotype way is the only way. The Linotype welds the link of efficiency that enables you to produce printing to compete against all others.

SEND FOR PARTICULARS.

CANADIAN LINOTYPE LIMITED

FORMERLY MERGENTHALER CO., LIMITED

35 LOMBARD STREET, TORONTO, ONTARIO

Agents for the Thompson Type Caster and Automatic Metal Furnace

Vol. 21 Toronto, July, 1912 No. 7

PRINTER & PUBLISHER



The MacLean Publishing Company Limited
Montreal Toronto Winnipeg

Advertisers Paper Mills

James Gibson Taylor, President

Makers in Holyoke *of* Fine Printing Papers *for* Advertisers

Our "Made in Holyoke" printing papers, the largest and most comprehensive line of high standard Cover and Text papers made by any Mill in America, can be bought in Canada from the following selling agents :

AEOLIAN COVERS

Buntin, Gillies & Co., Ltd. - Hamilton
Columbia Paper Co. - - Vancouver
Howard Smith Paper Co., Ltd. - Montreal

ANTIQUARIAN COVERS

The Brown Bros., Ltd. - Toronto
Howard Smith Paper Co., Ltd. - Montreal
John Martin Paper Co , Ltd. - Winnipeg
John Martin Paper Co., Ltd. - Calgary

ADVERTISERS COVERS

Buntin, Gillies & Co., Ltd. - Hamilton
The Brown Bros., Ltd. - - Toronto
Clark Bros. & Co., Ltd. - Winnipeg
Howard Smith Paper Co., Ltd. - Montreal

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CLOTH-OF-GOLD COVERS

Buntin, Gillies & Co., Ltd. - Hamilton
Howard Smith Paper Co., Ltd. - Montreal
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Smith, Davidson & Wright - Vancouver

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Buntin, Gillies & Co., Ltd. - Hamilton
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The Brown Bros., Ltd. - Toronto

ADVERTISERS TEXT

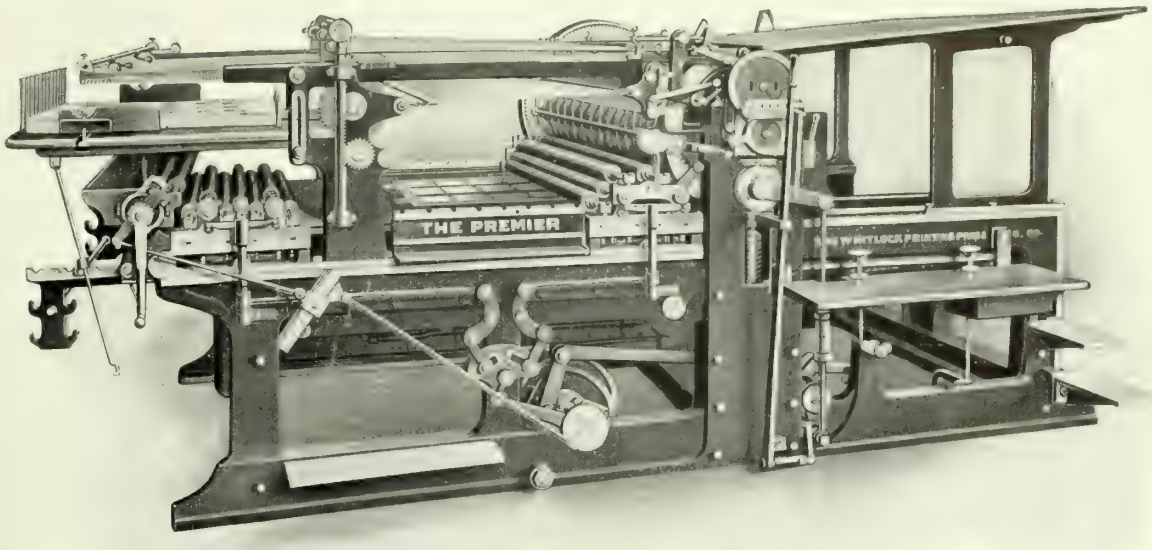
Buntin, Gillies & Co., Ltd. - Hamilton
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ADVERTISERS PAPER MILLS

Makers in Holyoke of Fine Printing Papers

FIFTH AVENUE BUILDING NEW YORK

LONDON—10 and 11 Wardrobe Chambers, Queen Victoria St., E.C.



The **PREMIER** THE NEW SERIES TWO-REVOLUTION FOUR-ROLLER WHITLOCK PRESS

The Premier Combines in *One* Machine all the good points of other Two-revolution Presses—and many others.

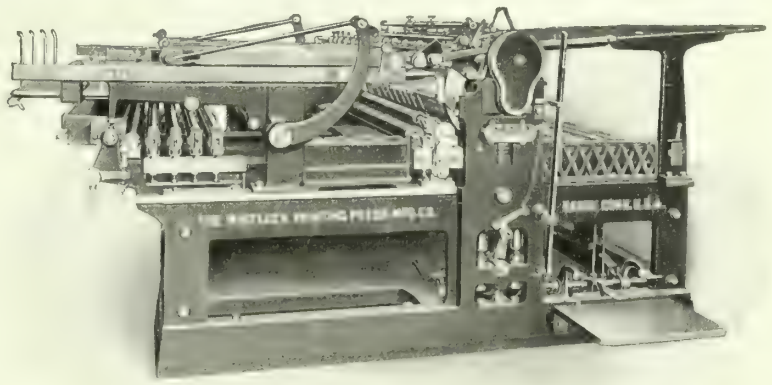
Therefore, the Premier stands supreme among Two-revolution Presses in strength, swiftness and smoothness of operation, and in quality and quantity of output.

The double delivery is simple and effective. It is conveniently changeable from printed side up to printed side down, or vice versa, the change taking only two or three minutes.

Having the heaviest distribution, the Premier is suitable for the finest half-tone or color process work. Special adjustments ensure perfect register.

Write at once for more complete information and quotations to the Canadian Selling Agents.

MANTON BROS., Toronto, Ont.



Pony Whitlock Front Tape Delivery.

This Should Interest You Mr. User-of-Type

YOU must appreciate the fact that only with modern type faces can you turn out work that has that attractiveness not only to please the eye, but to command attention to the subject or article described by the type. But you should think further. You should make it your business to know the comparative wearing qualities of the type you purchase. Many type foundries make attractive type faces, but they do not all use the same alloy in the manufacture.

In the Stephenson, Blake & Co. type—famous for its wearing qualities—only the highest grade of alloy is used.

This means much to you. Why, you ask. Here's the answer.

Being of a much harder alloy, this type weighs just that much less. Isn't it plain that weighing less you get more individual letters in every pound you buy? And being lighter means that much more antimony and tin in the alloy. These mean increased wearing qualities.

Stephenson, Blake & Co.'s type is made accurately to the American Point System and is stocked in unlimited quantities in Toronto. *No delay in shipping.* Every modern type face.

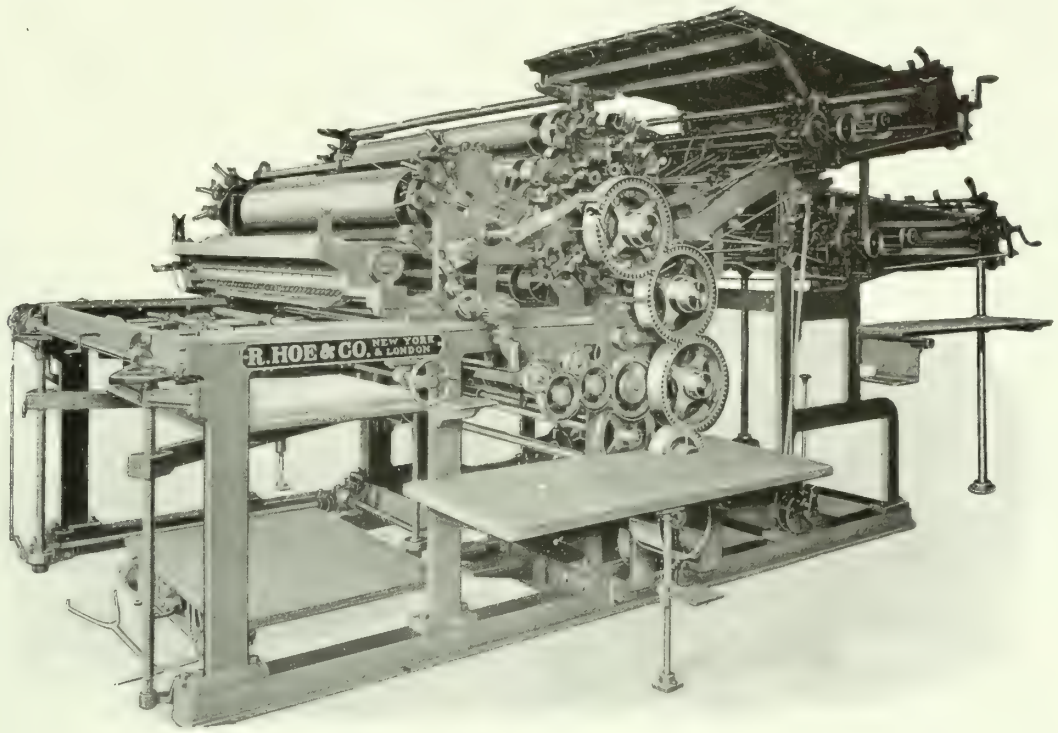
New and rebuilt machinery of every description fully guaranteed.

Stephenson, Blake & Co.

C. H. Creighton, Manager for Canada

122 Bay Street, Toronto

A Revolution in Printing Mechanism



NEW FAST-SPEED, SHEET-FED

ROTARY ART PRESS

FOR HIGH GRADE PRINTING

A Radical Departure in Sheet-Fed Rotary Presses, introducing a new principle which doubles the output without increasing the running speed. Prints at every revolution of the cylinders and does the finest work at rotary speed.

If you have long runs of high-grade periodical, magazine, catalogue, book or job printing, you cannot afford to be without this new continuous printer.

For further particulars apply to

R. HOE & CO., *504-520 Grand Street, New York City*

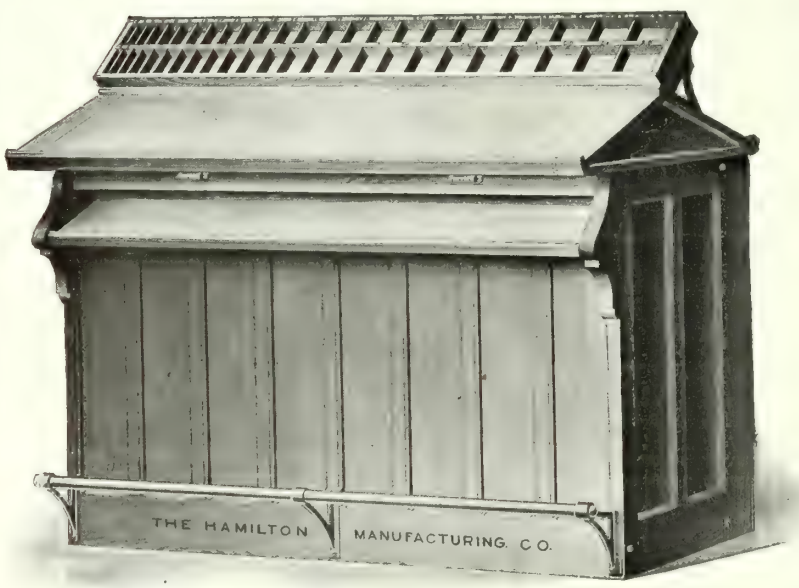
7 Water Street	7 South Dearborn Street	109-112 Borough Road	8 Rue de Chateaudun
BOSTON, MASS.	CHICAGO, ILL.	LONDON, S. E., ENGLAND	PARIS, FRANCE

Hamilton's

MODERNIZED COMPOSING-ROOM FURNITURE



Job Size No. 28 Tracy Cabinet



News Side No. 28 Tracy Cabinet

All the best ideas of improvement in composing room equipment originating during the past thirty years are concentrated in the Hamilton line of Printing Office Furniture.

The most thoughtless and inexperienced printer, from a practical standpoint, has the benefit of this improvement when he equips his office with Hamilton Furniture.

Thousands of satisfied buyers throughout the world testify to the profit and satisfaction they are deriving in its use.

Thousands of other printers are in urgent need of new equipment and will never be able to solve the cost problem satisfactorily until they have it.

Hamilton furniture can now be had in Pressed Steel construction or All Wood. The very best materials and workmanship enter into the making of this equipment. It is the purpose of the company, above all other considerations, to maintain this standard of excellence and to preserve the reputation gained in thirty years of manufacturing.

The Hamilton catalogs explain it all and can be had for the asking. A simple request to the Hamilton Company or to the dealer will put these catalogs on the printer's desk.

IMPROVEMENT IN COMPOSING-ROOM CABINETS

The last word in Composing-room Cabinets is found in the late productions, like the Tracy, American, Masterman, and Adman's Composing Cabinets.

There is nothing better than the popular Tracy, with a solid removable, reversible and adjustable top. No places for concealed dust and rubbish to accumulate. The material is compactly arranged and convenient to the hand of the workman. Such furniture is a vital factor in cost reduction.

Do not forget to ask your dealer for illustrated catalogs describing these cabinets.

Ask for a copy of "COMPOSING ROOM ECONOMY," showing floor plans of thirty-two modernized composing rooms in some of the leading printing plants in the United States.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories - - - TWO RIVERS, WIS.
Eastern Office and Warehouse - - - RAHWAY, N.J.

Toronto Type Foundry Co. { Toronto, 70 York St. / Montreal, 345 Craig St., W. / Winnipeg, 175 McDermot Ave., E. / Calgary, Alberta. / Regina, Saskatchewan. / E. S. Lister, Fredericton, N.B.

Stephenson, Blake & Co., Toronto
George M. Stewart, Montreal.
American Type Founders Co., Vancouver.
Miller & Richard { Toronto, 7 Jordan St. / Winnipeg, 123 Princess St.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

B.T.F. TYPE
FOR CANADIAN PRINTERS.

Is CHEAPER than leading British and American Founders.

Is cast on the POINT SYSTEM.

Is cast in Hard and Durable Metal.

Is BRITISH MADE ENTIRELY.

Is in use in all British Colonies.

Metal and Steel Furniture, Quotations, Clumps, &c.

Every Single Piece Tested before leaving the Foundry.

TRUE to POINT—ALWAYS.

All cast in our Model Foundry.

Accurate, Reliable and Durable.

PROMPT DELIVERY is assured as all Shipper Indents are executed by Return Steamer.

Send NOW for complete Specimen Book, mailed free on receipt of Trade Card.

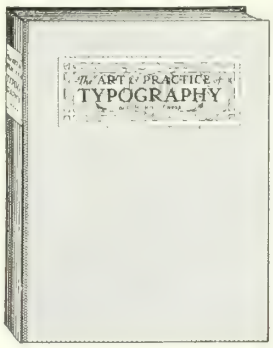
THE BLACKFRIARS TYPE FOUNDRY, Ltd.,

154, Blackfriars Road, LONDON, ENGLAND.

Cablegrams: "GIRASOLE, LONDON." Codes: A B C & WESTERN UNION.

PRACTICAL BOOKS ON PRINTING

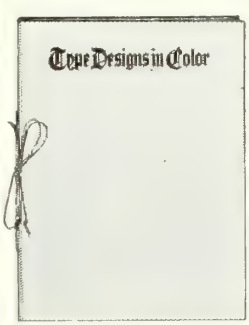
THE ART AND PRACTICE OF TYPOGRAPHY. By EDMUND G. GRESS Fifty large inserts in color—Seven hundred reproductions, mostly in color of high-class commercial printing by some of America's best typographers—Almost 100,000 words of practical instruction—125 type arrangements designed especially for this book—Index to illustrations and designers—Synopsis of contents. Contents (titles of Chapters): When Books Were Written; The Origin of Typography; The spread of Typography; Typography in Colonial Days; Typography in the 19th Century; The Layout Man; Harmony and Appropriateness; Tone and Contrast; Proportion; Balance and Spacing; Ornamentation; Typography of Modern Books; Booklets; Catalogs; Programs; Announcements; Tickets; Letterheads and Envelops; Billheads and Statements; Business Cards and Blotters; Posters; Advertising Typography; Type-Faces; Decorative Imprints. *An Appendix* contains 161 reproductions in color of three competitions—Circulars, Business Cards and Blotters—conducted by THE AMERICAN PRINTER School of Typography, with names of designers. Size, 9½x12½. 250 pages. Cloth. Price, postpaid, $5.00.



PRACTICAL PRINTING. By GEORGE SHERMAN. A book about printing that deals with the working of the plant. It's a practical book first and last. A lesson to the printer who is starting in business, showing him how to make a profit. The chapter headings are: From Apprentice to Journeyman; Composition of Commercial Forms; Display Composition; Bookwork; Job Composition; Proof-Making and Proofreading; Composing-Room Equipment; Facilitating Composing-Room Production; Imposition and Lock-Up; Platen and Cylinder Presswork; From Superintendent to Shipper; In the Shipping-Room. There are seventy-three illustrations in the text, showing practical devices to be had for the printshop, some of which are: Brass Panel and Corner Fonts; Example of Brass Rule Designing; Table of Space Calculation; Table of Ems in One Pound of Type; Enclosing Type Matter in Irregular Mortise; Table of Sizes and Weights of Paper; Table of Type and Leads Calculation; Classic Chapter Headings; Handlettered Effects; German Title-pages; Table of Proofreaders' Marks, etc. 144 pages. 5¼x7½. Cloth. Price, postpaid, $1.50.



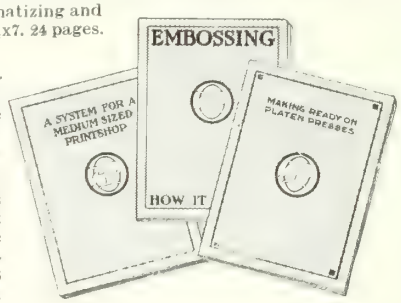
TYPE DESIGNS IN COLOR. A portfolio of more than one hundred full sized type designs, set from actual customers' copy and printed in various two-color harmonies, on fine quality colored stock. These designs include cover pages, letterheads, billheads, business cards, tickets, etc. Here is inspiration packed between two covers for your instant reference and help in the typographical color work of every-day printing experience. If a rush job comes in and there is no time for making a layout, this portfolio can furnish you a layout that will fit your needs. The designs can be duplicated in any up-to-date-shop, as their main feature is simplicity. The displays are good and the color indications authoritative. This book is issued for advancement of the better class of printing in color. Bound in artistic paper cover. Size, 9x12. Price, postpaid, $1.00.



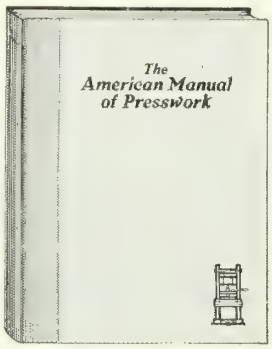
THREE GOOD BOOKS—A SYSTEM FOR A MEDIUM SIZED PRINTSHOP. A pamphlet about systematizing and cost-reducing. Size, 5¼x7. 24 pages. Price, 50 cents.

MAKING READY ON PLATEN PRESSES. Practical and useful hints for the man in the press-room. Size, 5¼x7. 40 pages. Price, 50 cents.

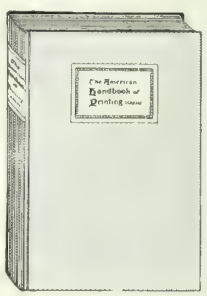
EMBOSSING—HOW IT IS DONE. This pamphlet tells how to get the best results in embossing. Size, 5¼x7. 16 pages. Price, 25 cents.



THE AMERICAN MANUAL OF PRESSWORK. Nothing so elaborate and exhaustive has ever been written for the pressman as in this volume. Books have been issued for other departments in the graphic arts, but the pressman's work has been neglected. This book is first and last practical. It is not of the kind that is put upon a shelf and left there to the bookworm's mercy, but is useful 365 days in a year. Besides, it has historical value; it tells about the development of the printing press from the primitive wine press that turned out Gutenberg's Bible up to the present era. Just a few of the chapter headings: Development of the Printing Press; Cylinder Presses; Platen Presses; Making Ready; Vignetted Halftone Make-Ready; Color Harmony; Color Mixing; Three-Color Presswork; How to Mix Tints; Some Thoughts on Register; What Pressmen Have Discovered. The last named chapter describes in words and pictures more than two hundred practical ideas discovered by pressmen in their daily routine in the shop. How to take care of ink, rollers, paper, presses, etc., is demonstrated in all its details by pressmen themselves. 164 solid text-pages. Many artistic inserts printed on high grade papers in two and more colors. Size, 8½x12½. Cloth. Price, postpaid, $4.00.



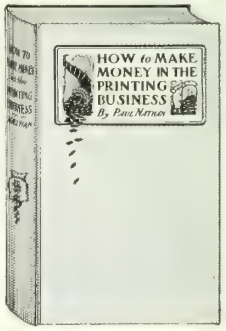
THE AMERICAN HANDBOOK OF PRINTING. By EDMUND G. GRESS. The essential information on subjects printorial (and allied) brought to a brief expression that makes them accessible and easy to remember, are herein to be found. You may here find things in a "boiled down" state that permits of covering a wide field well. Special features: For Compositors: 16 pages of job specimens in color. For Pressmen: Chart in colors for harmony and mixing of inks. For Ad-Writers: 100 type faces with explanations. The color chart supplemental sheet is in itself worth the price of the book. The running chapter heads are: Type Making; Type Faces; Type Composition; Typesetting Machines; Proofreading; Stonework; Paper; Composition Rollers; Printing Inks; Printing Presses; Bookbinding; Stereotyping and Electrotyping; Engraving; Lithography; Newspapers and Magazines; Advertising and Ad-Writing; Printers' Business Methods. There are ten full-size inserts, printed in one or more colors. Over 500 pages, 25 in color, and 182 illustrations. Size, 5¼x7½. Price, postpaid, $2.00.



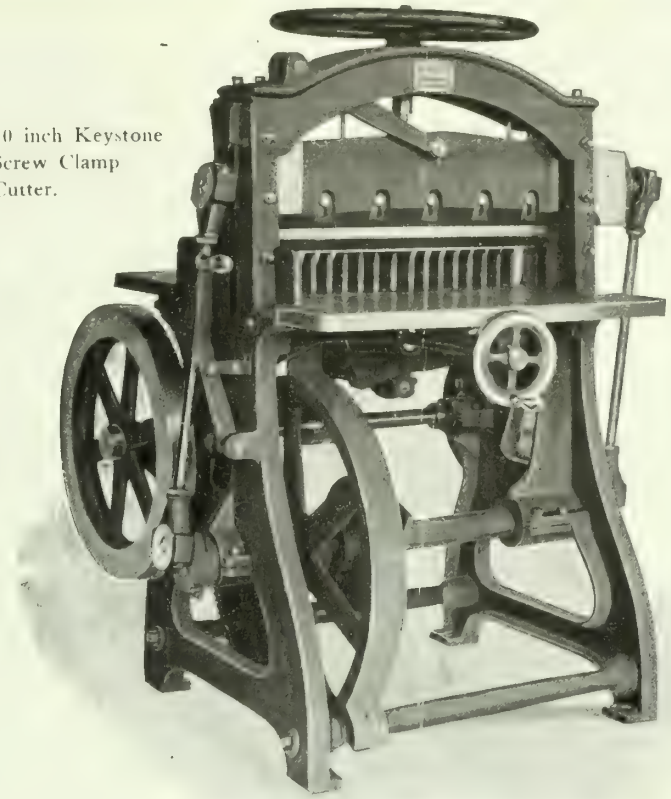
POCKET GUIDE TO PRINTING. There are a thousand and one things buried in larger books but made available in this handy little volume of vest-pocket size. Compiled for the printer, advertising man, and all having to do with the printtrade. Contains information on: Names of Type; How to Estimate Type; Leads to the Pound; Weight of Leads Required for Any Work; Styles of Type Faces; Plates Used by Printers; Newspaper Measurements; To Find Amount of Copy Needed; Proofreaders' Marks; Punctuation; Preparing Copy; Schedule for Checking Forms; Test of Correct Imposition; Register on Folding Machines; Scale of Signatures; Imposition; Cost of Binding; Paper Sizes; Figuring Stock; Covers; To Get 1,000 Pieces; To Find the Equivalent of Paper; Sizes of Cut Cards; Technical Terms, etc. Cloth. 48 pages. Size, 3½x6½. Price, postpaid, 50 cents.



HOW TO MAKE MONEY IN THE PRINTING BUSINESS. By PAUL NATHAN. Give value and "charge the price" might be an answer to this question; but there is a very complete and comprehensive answer in Paul Nathan's book of 288 pages, bearing this title, and every progressive printer should own the volume. The book gives full details and information on the highest authority—Experience. Here is a glimpse into the table of its contents: Starting an Office; What Class of Customers to Seek; How to Develop Business; Writing Advertising Matter, Etc.; Taking Orders; Advertising; How to Talk to Customers; The Cost of Producing Printing; Estimating; Acquiring Money; Price Cutting; Competitors; Profit and How It Should Be Figured; Buying; Doing Good Printing; The Composing Room; The Press Room; The Business Office; Bookkeeping, etc. 288 pages. Cloth; gilt stamped. Size, 5¾x9. Price, postpaid, $3.00.



The MACLEAN PUBLISHING CO., Ltd., TORONTO, ONTARIO, CANADA



30 inch Keystone Screw Clamp Cutter.

To Insure Accurate Cutting

You should have our Keystone Screw Clamp Cutter, which has no equal for Efficiency and Durability.

The Keystone Screw Clamp Cutter is not only well known for its accuracy but it is also rapid, easily adjusted and very reliable, and users claim that it is the best cutter of its size ever made.

We build many other styles and sizes of cutters, all equally desirable, and we know our machines will interest you if you are looking for high quality machines at reasonable prices. Write for further information in regard to the style and size of machine in which you are interested.

THE STANDARD MACHINERY CO.

Builders and designers of Embossing Presses of all kinds, Paper Cutting Machines, Die Cutting Presses and Bookbinders' Machinery.

Main Office and Works, MYSTIC, Connecticut.

Sole Selling Agents for Canada, STEPHENSON BLAKE & CO., 122 Bay St., Toronto.

"Ask the Man Who Owns One"

THERE never was a better, a more significant, a more convincing advertising phrase than that. One word from a satisfied purchaser is worth an hour of salesman's talk. You are respectfully urged to ask the printers who own Monotypes what they think about them. We can give you several hundred names, if you wish them; they include *the largest and best known printing houses in this country and Canada.*

But perhaps even more significant are the letters you would get from *smaller concerns* with a reputation for high-class work; concerns that are growing because they give quality, and are prosperous because they get a quality price.

They'll give the Monotype credit for both quality and profit. Ask them!

Lanston Monotype Machine Co.
Philadelphia

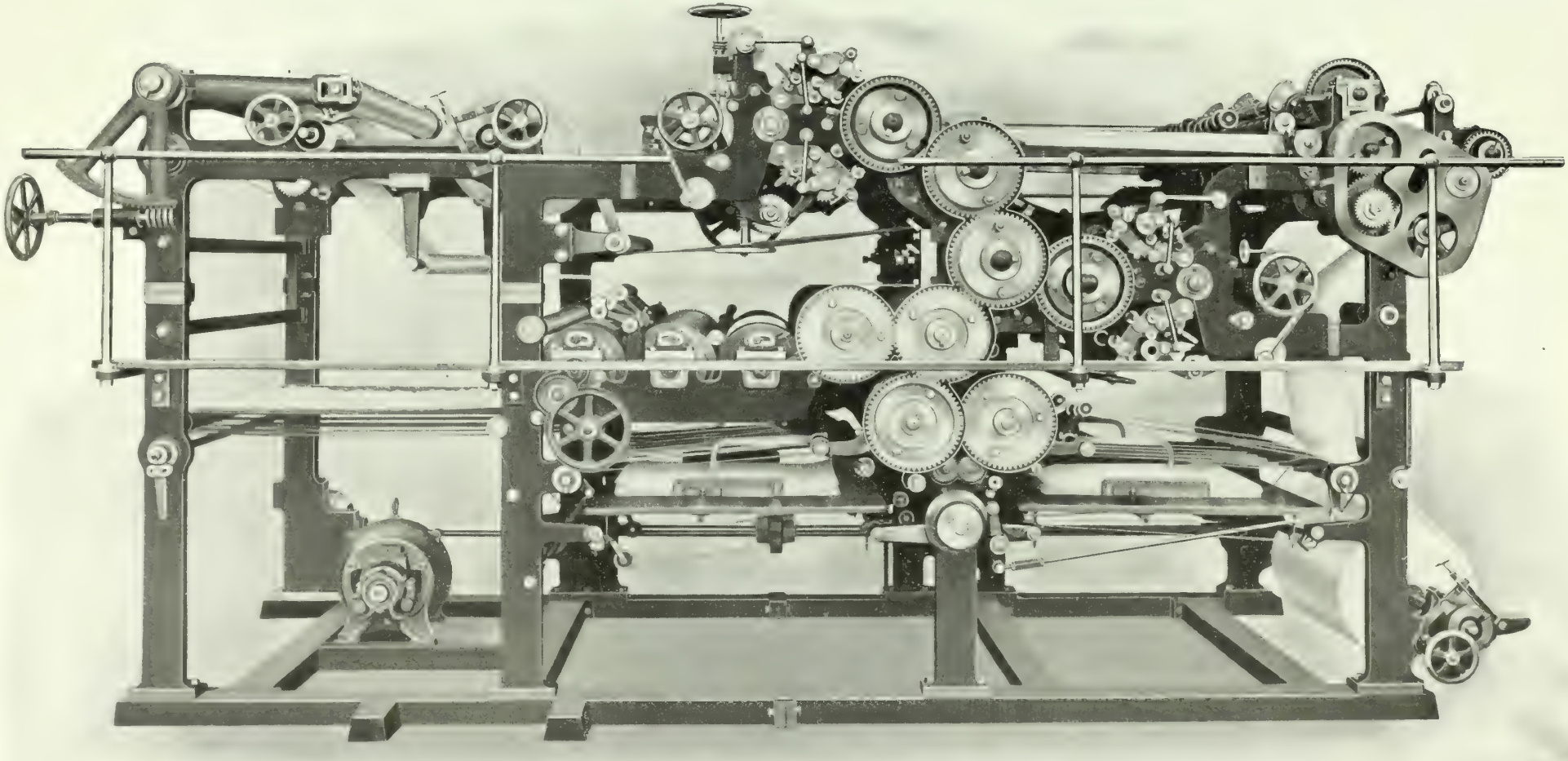
Miller & Richard, Toronto and Winnipeg
Canadian Representatives

341

This advertisement set in Monotype faces and borders

When corresponding with advertisers please mention PRINTER AND PUBLISHER.

Northern Press and Engineering Co., Limited, Southshields, England



FINE ART ALL SIZE WEB PRINTING AND FOLDING MACHINE

The above is an illustration of the machine which prints the well known periodical "Punch" in London, England
This machine will produce a sheet 60 inches by 40 inches or lesser sizes both ways, decreasing by steps of half an inch in length and breadth of sheet.
The running speed of this machine is from 6,000 to 7,000 per hour with either folder or open delivery.
Running Set Off Web and Solution Rollers provided.
The Folder delivers the sheets cut into four or five sections of 8, 12 or 16 pages each, stacked on edge.
The open delivery collects two sheets and passes them into a perfect delivery which piles them free from marks.

CANADIAN REPRESENTATIVE: JAMES ANNAND, BOX 456 P.O. TORONTO

The Northern Mills Co.

Paper Manufacturers

PRINTING AND WRITING PAPER

Super-Calendered, Velvet and Machine Finished Book, Litho and Antique Printing papers.

Engine Sized Writing and Envelope Papers, White and Tinted Bond.

Typewriter Papers (Glazed and Rough Finish.)

Writing Tablets and Envelopes.

Ask for:

Provincial Bond
Adelia and
Northern Mills

N.M. Fine Bond, white and tints, Special Grade made for loose leaf systems, and kept in stock in regular and loose leaf sizes.

Head Office :
Montreal, 278 St. Paul St.

Mills :
Ste. Adele, Que.



Roller Series



High Arm Series

Beautiful Proofs Immediately

Proofs that are as clear and perfect as the run itself—on the stock selected for the job. Produce them at once—without holding up a press—without locking up the form. Possible only with the

VANDERCOOK PROOF PRESSES

Roller Series

Designed especially for rapid work. Inking attachment revolutionizes galley proofing in quality and speed. Printing surface 10x25 inches. Also furnished without inking attachment.

High Arm Series

The simplest form of "curved platen." Very rapid, and a necessity in every job and publishing plant. Hundreds of users. Made in three sizes—12 x 18, 11 x 25, 17 x 25 inches.

Your Sample Proofs are Ready

MILLER & RICHARD
TORONTO -:- WINNIPEG
Eastern Sales Company, *Manufacturers*, Chicago, Illinois

The Typography of Advertisements

By F. J. TREZISE

This book is universally commended by all groups interested in advertising, including Prof. Walter Dill Scott (the psychologist in advertising), the publisher, the ad.-writer, the advertising agency and the ad.-compositor. It should have a place in every advertising man's library, and is invaluable to the compositor. The author makes typographical display a living part of salesmanship. Look at the table of contents:

Importance of Good Advertising Display
Laying Out the Advertisement
The Question of Display
On Choosing Type
On the Use of Borders
The Department-Store Advertisement
Hand-Lettered Advertisements
Agency Advertisements
Illustrations in Advertisements
How to Set the Advertisement

Printed in two colors; 136 pages; 65 illustrations, handsome board cover.

Price, $2.00

THE INLAND PRINTER CO.

632 South Sherman Street
CHICAGO, ILLINOIS

MONITOR
Paging and Numbering Machine



We manufacture everything for

The Complete Bindery:
Wire Stitchers
Perforators
Punching Machines
Embossers
Job Backers
Standing Presses, etc.

LATHAM MACHINERY CO.
CHICAGO. 306-312 S. Canal St.
NEW YORK, 124 White St. BOSTON, 130 Pearl St.
PHILADELPHIA, 1001 Chestnut St.

A GOOD MATCH

IS ASSURED TO EVERY PRINTER WHO SENDS HIS PATTERN AND ORDER ATTACHED TO A PIECE OF THE PAPER ON WHICH HE IS GOING TO PRINT TO

SHACKELL, EDWARDS & CO., LIMITED

MAKERS OF
FINE PRINTING AND LITHO INKS
OF QUALITY

127 Peter St.
TORONTO

and at
LONDON, ENG.

"RED SEAL" COATED R PAPER "LUXACOTED PORCELAIN"
Trade Marks Registered

Our RED SEAL COATED BOOK is the best for ordinary Printing and Half-Tone work. Where a finer quality is desired use our LUXACOTED PORCELAIN.

The day is past when importers can claim any superiority for foreign goods. Our goods are equal to the best made anywhere and are superior to the ordinary run of imported lines.

We carry a full line of Coated Papers in Stock.

MADE BY

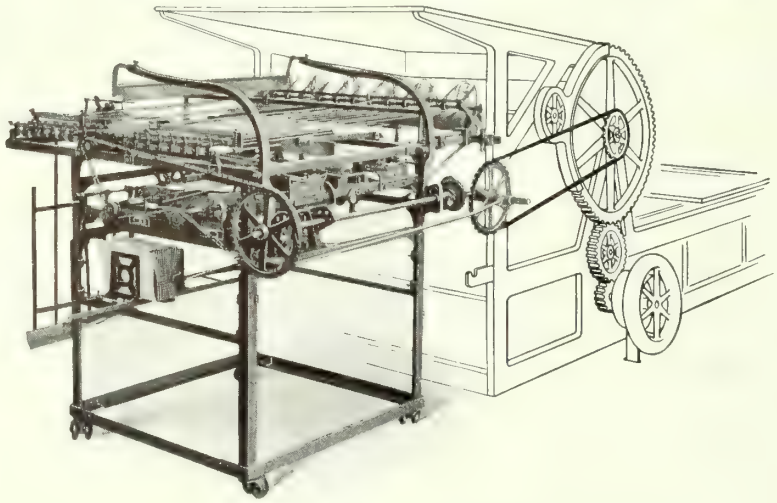
RITCHIE & RAMSAY, Limited

TORONTO - CANADA

BUY DIRECT FROM MANUFACTURER

THIS Folder will take Your Newspapers right from the press and deliver them ready for the Post Office.

The Omaha Folder will handle perfectly sheets from any rear delivery press that will deliver the paper within a radius of one inch of the centre, and any press will do this.



Special features of the Omaha Folder are the *Insert Attachment, Trimmer, Jogger or Auto Straightener.*

THIRTY DAYS' TRIAL TO RESPONSIBLE PUBLISHERS

FIVE YEARS' GUARANTEE

No. 2 Model C, complete with Insert Table, Trimmer and Press Attachment, 6 col. fol. to 6 col. quarto, $328.

No. 3 Model C, complete with Insert Table, Trimmer and Press Attachment, 6 col. fol. to 7 col. quarto, $340.

F.O.B. CARS TORONTO OR WINNIPEG. WE SEND MAN TO ATTACH.

TERMS:—Quarter cash after 30 days' trial, balance in ten equal monthly instalments. No interest if paid promptly when due. 8% interest after due. 2% for all cash at end of trial period.

Sole Canadian Agents:

MILLER & RICHARD

TORONTO -:- MONTREAL
WINNIPEG -:- VANCOUVER

Georgetown Coated Paper Mills, Limited

Manufacturers of High Grade Coated Papers & Cardboards

OFFICE AND MILLS AT GEORGETOWN, ONT.

MADE IN CANADA

THE HOUSE OF QUALITY

THE ROLLAND PAPER CO.
LIMITED

MONTREAL, P.Q.

Present their lines of BOND AND LEDGER PAPERS:

SUPERFINE LINEN RECORD
EARNSCLIFFE LINEN BOND AND LEDGER
STANDARD PURE LINEN
EMPIRE LINEN BOND
CROWN LINEN
COLONIAL BOND

Samples furnished on request.

THE ROLLAND PAPER COMPANY, LIMITED

High-Grade Paper Makers

General Offices, MONTREAL, P.Q. -:- Mills at ST. JEROME, P.Q.



Write for samples of our

CROXLEY

AIR DRIED PARCHMENT

A distinctive commercial grade, at a medium price, suitable for Letterheads and general stationery manufactured at our Croxley Mills and stocked by

JOHN DICKINSON & CO., LIMITED

Makers of High Grade Printing and Writing Papers

CROXLEY HOUSE, Lemoine Street, MONTREAL

NEWS INKS

For all styles of presses: Web, Duplex, or Cylinder. Seasonable consistency to suit your press-room conditions—dense in color, finely ground and clean working.

MAIL US YOUR ORDERS.

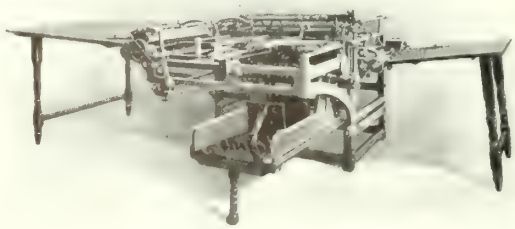
Printing Inks. *Printers' Rollers.*

CANADA PRINTING INK CO., LIMITED
15 DUNCAN STREET, TORONTO

THE J. L. MORRISON CO.

445-447 King Street West
TORONTO

"Dexter" Folding Machines
"Dexter" Cross' Feeding Machines
"Dexter" Feeding Machines
"Dexter" Bundling Presses
"Dexter" Standing Presses
"Seybold" Paper Cutters
Wire Stitching Machines
Paging Machines
Board Shears
Backing Machines
Ruling Machines
Embossing Presses



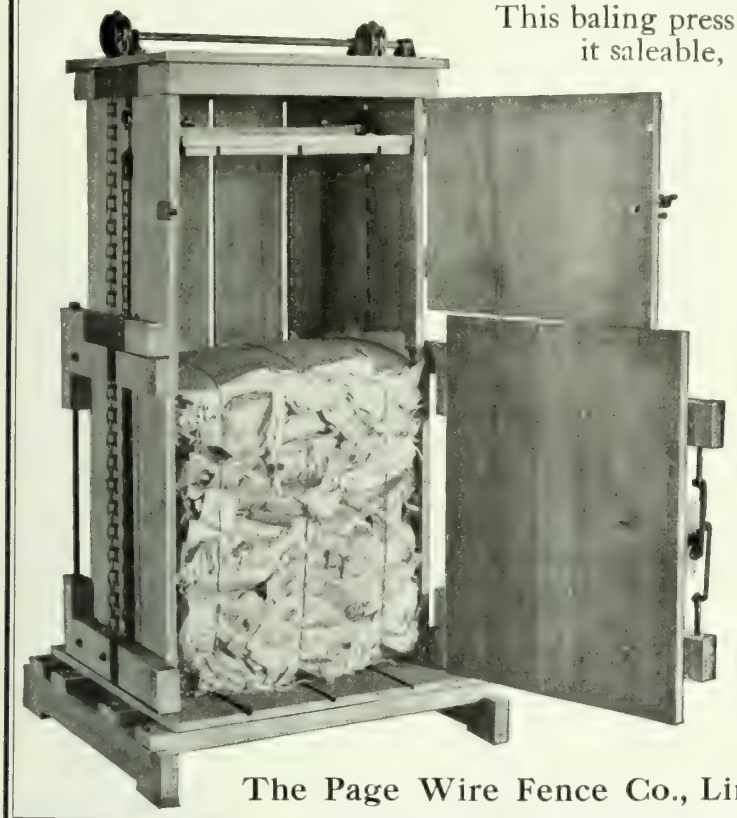
Complete Bindery Outfits

We carry in stock a complete line of all machines in our warehouse here.

Write for Particulars and Prices.

Bale Your Bothersome Waste!

This baling press takes care of your shop waste—makes it saleable, reduces your fire insurance risk.



The Page Press, $35

more than saves its cost by giving you an income from paper stock now a nuisance and a danger to the printing office.

Little Floor Room. It only takes up 2 ft. by 2 ft. 10 in., and is less than 6 ft. high. You can easily afford the space.

Big Pressure. It makes a hard, compact, non-burning bundle 18x24 in. in size, in a few minutes. Over 4000 lbs. pressure easily applied.

A Boy Can Operate It. The leverage for pressure is so great that a boy can bale up your waste stock easily as it accumulates. Remember, it only takes a boy a few minutes to bundle up exchanges, spoils, clippings, etc., for sale to the mill or junk man.

WRITE FOR BOOKLET TO-DAY

We have a booklet fully describing this handy Page Press. Why not write for it? You can keep your office neat and clean, and you will surely get a Page Press when you see its many good points of construction. Send us a post card to-day, and we'll send the booklet. It costs nothing to be informed.

The Page Wire Fence Co., Limited, - Walkerville, Ont.

If the Ink is Not Satisfactory

—good cuts, artistic composition and fine presswork go for nothing; but if Sinclair and Valentine inks are used and every other process of production carried out, with the same proportion of excellence as the ink is good, the highest class of work will be the result.

Sinclair and Valentine inks are the kind to compel the confidence of the producer of particular printing and add that little extra to the job that makes it a winner all round.

Tell us your ink troubles.

SINCLAIR & VALENTINE CO.

OF CANADA, LIMITED

233 Richmond St. W., Toronto — Howard C. Hoops, Managing Director

173 McDermott Ave., Winnipeg — Norman R. Jennings, Secretary-Treasurer

A Practical Example for the Pyrrhonist

Given in our booklet

MANUFACTURING EFFICIENCY

Is an interesting subject to the Progressive printer desiring plant efficiency.

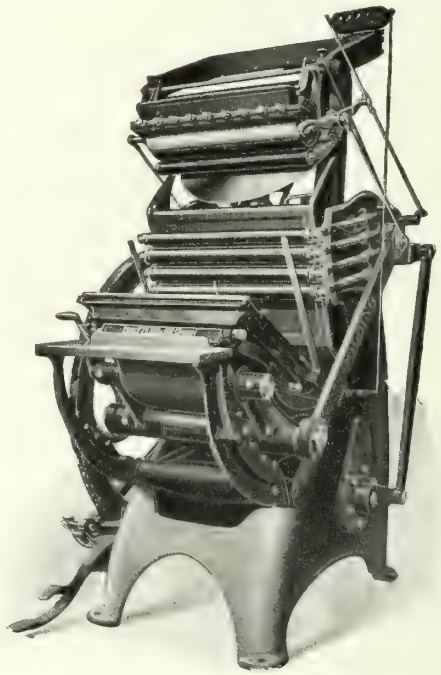
A voluntary contributor to the contents of the booklet tells about a weekly product of 110,000 impressions and an average weekly product of 60,000 impressions from each of seven 12 x 18 Golding Jobbers.

How does this compare with YOUR product?

We wish to place a copy of the booklet in the hands of printers who do not *know* the Golding Jobber and who are skeptical of its virtues—its productive ability.

The booklet is free. Just request "Manufacturing Efficiency."

Golding Mfg. Co.
FRANKLIN, MASS.



Four-Roller Golding Jobber.

GOLDING

PRESSES

GOLDING JOBBER The most highly developed type of the modern Job Printing Press. Unequaled for Quality and Qantity of Product. 8x12 to 15x21 inside of chase.

PEARL A small press for small work. Easy running. High Speed. Low Cost. Big Producer. 5x8 to 9x14 inside of chase.

OFFICIAL Hand Press. Simple in construction. Easy to operate. 4x6 to 8x12 inside of chase. Special made for printing imprints on large sheets.

EMBOSSER Prints, Embosses or Stamps. Impressional strength, 120,000 lbs. Electric or Steam hot-bed. Size 9x13 ins.

SEMI-AUTO Prints in one, two or three colors, 3000 to 10,000 impressions an hour with one feeding. Will do any three of the following operations; print, emboss, cut, score, punch, rule or perforate.

SPECIAL for printing on wood up to 1 in. thick and for using large numbering machines.

CUTTERS

AUTO-CLAMP The latest, strongest, most convenient to operate and only self-adjusting clamp. Sizes, 30 and 36 in.

GOLDING POWER Modern design. Strong and powerful. Roller bearings. Double shear movement. 26, 30, 34 and 36 in.

HAND ROTARY Similar in construction and easily changed to a power cutter. The Roller Bearings saves 10 per cent of the power. 25, 30 and 34 in.

GOLDING LEVER Most powerful Lever Cutter made. Convenient to operate and accurate. 25, 30 and 34 in. Easily changed to power.

PEARL A small hand lever Cutter for small work at a moderate price. Sizes, 13 and 19 in.

BOSTON SHEARS With off-set hinge to allow cutting long strips. Balanced handle to avoid danger to operator. Sizes, 8, 12, 24 and 36 inch.

TOOLS

MITERERS With standard set for right angle, triangle, square, hexagon and octogon. Also with standard gage set by six point.

CURVERS The most convenient and accurate tool for making curves, circles, ovals. These curved corners were made with it.

RULE and LEAD Cutters that have a world-wide reputation for their excellence of design and construction. The Original Little Giant Lead and Rule Cutter.

TABLETING PRESS The most convenient and quickest to operate for making tablets or bundling.

BENZINE CANS Steel Cans with safety valves. Strongest, safest and most convenient. Saves 10 per cent on insurance.

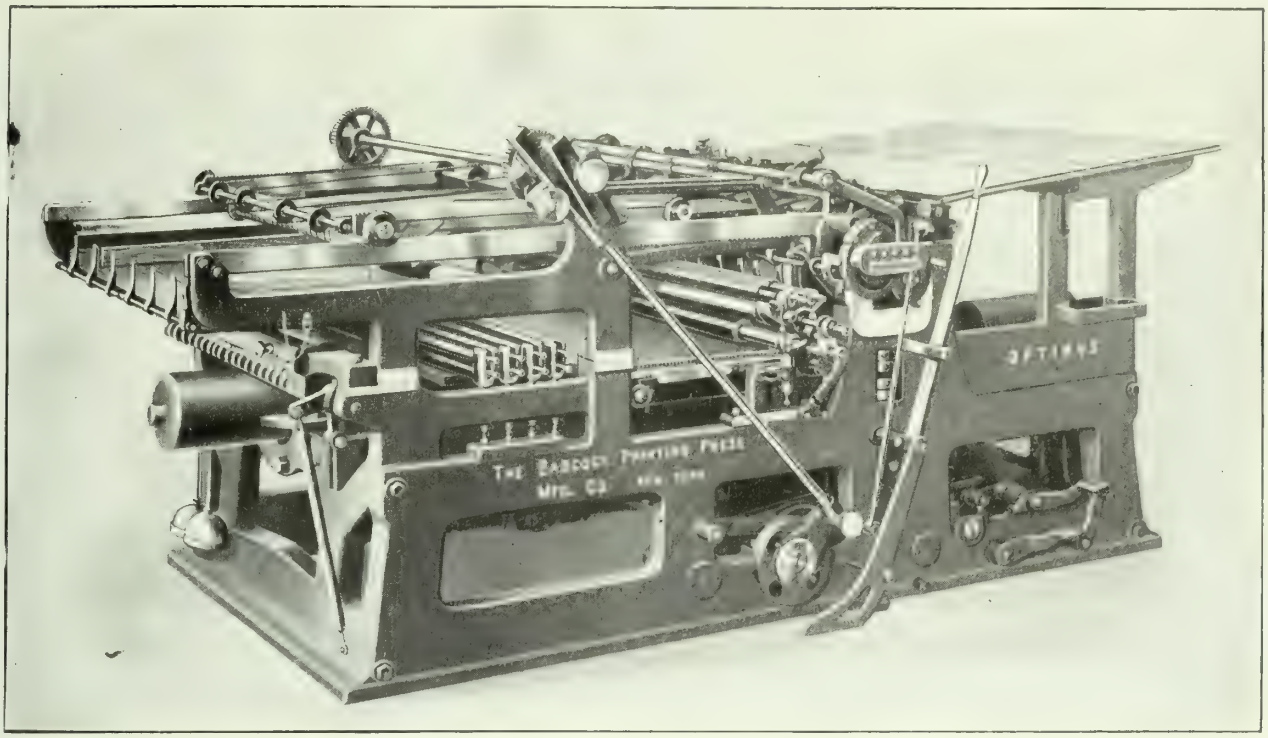
COMPOSING STICKS For news and job work. Standard set with time-saving features unequaled.

Golding Machines and Tools combine the perfection of over forty years experience in their manufacture and have a world-wide reputation for their original design and superior construction.

GOLDING MANUFACTURING CO. - Franklin, Mass. U. S. A.

The BABCOCK "OPTIMUS"

"SPEED!
"SPEED as a chattel:
"SPEED in your daily account and economy."



However fast the world moves, it goes no faster than its printing presses. Every achievement is preceded, accompanied and followed by printing.

BABCOCK PRESSES

are the fastest machines of their class built, and their builders willingly accept their share for the responsibility for the speed of the age.

There can be no profit in slow printing, for "SPEED" is "in your daily account and economy," or failure is waiting at your door. Your two-revolution can no longer be "slow and sure." It must be

STRONG, DURABLE, ACCURATE and the **FASTEST BUILT—**
It must be

The BABCOCK "OPTIMUS"

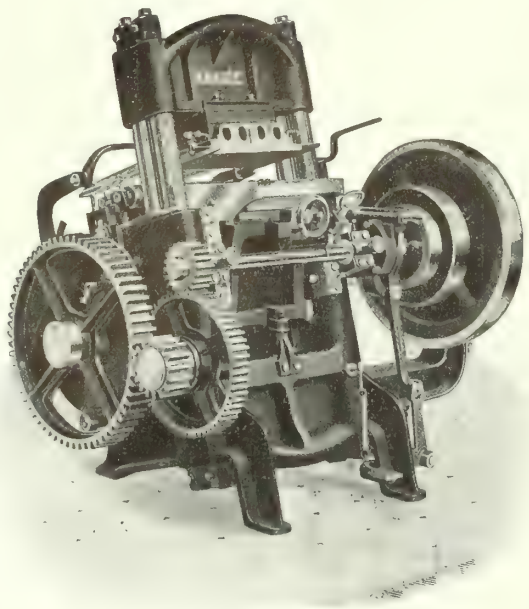
The best advertisements we send out are our machines. See them at work.

THE BABCOCK PRINTING PRESS MFG. CO.
New London, Conn. :: 38 Park Row, New York City

MILLER & RICHARD

General Agents for Canada
TORONTO, ONT., and WINNIPEG, MAN.

This is What You Want



MODEL B 3fn

KRAUSE Embossing and Color Blocking PRESSES

MANUFACTURED BY

KARL KRAUSE
LEIPZIG, GERMANY

CANADIAN IMPORTERS AND SHOW ROOMS:—

The J. L. Morrison Co., Toronto
The Toronto Type Foundry Company, Limited, Toronto, Montreal, Winnipeg, Calgary and Regina.

Also sold by several Canadian importers of Printers' and Bookbinders' Machinery.

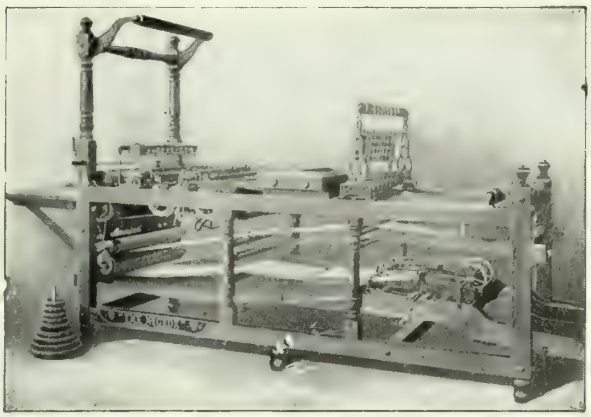
THE PHOENIX
ART PLATEN PRESS
Made In Leipzig, Germauy

Four Form Rollers—Two ink form on downward stroke and the other two ink on upward stroke. Double reciprocating Ink Distributor Drums, Fountain Trip, Massive Impression, Minute Impression adjustment, Platen absolutely locked while on Impression, Automatic Side Register Gauge for color work, Safety Hand Guard and Universal Clutch and Break combined. For Art Work, Embossing and high grade Letter Press Work, this Press is unexcelled. *See Them In Use.*

Sole Canadian Agents

MILLER & RICHARD

Hickok Ruling Machines



Paging Machines
Board Shears
Signature Presses
Standing Presses
Embossing Presses
Backing Presses

Sole Agents:

MILLER & RICHARD

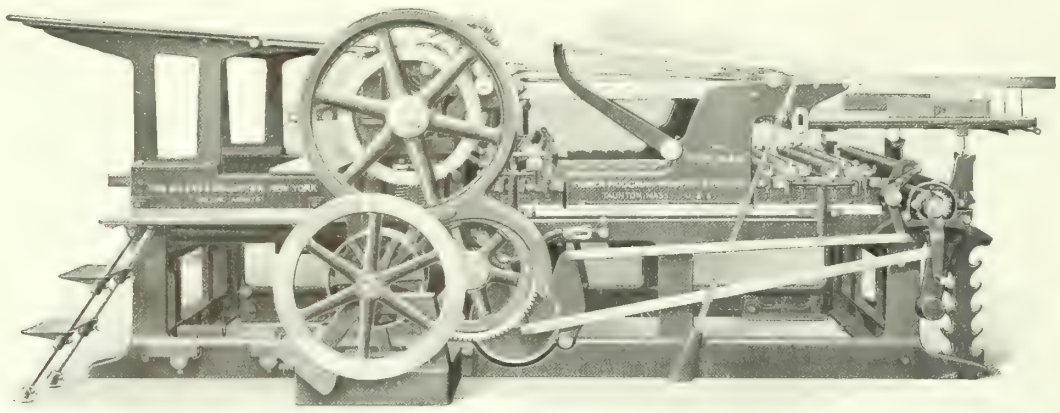
COMBINATION "DIAMOND" PAPER CUTTER



Can be operated by hand or power. Absolutely flawless in its performance. This beautiful machine will give constant service under the most exacting conditions. Look into the wants of your plant and communicate with us for full explanation and demonstration.

Address Sole Canadian Agents:

MILLER & RICHARD

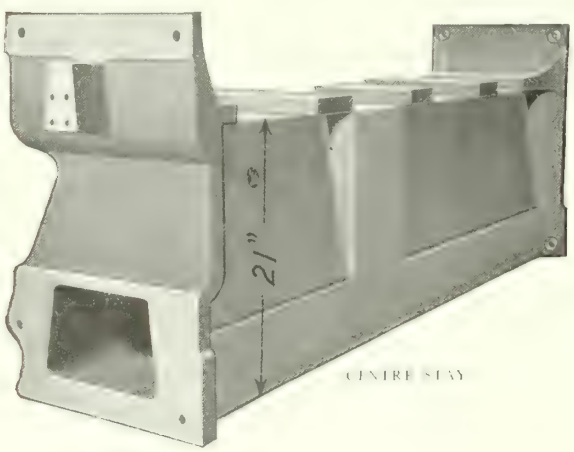


The HODGMAN

ALWAYS CREATES A GOOD IMPRESSION WHEREVER USED, AND

"There's a Reason"

In fact there are many reasons, owing to the great number of sterling qualities, and the many mechanical perfections embodied in its construction. All manufacturers advertise a "rigid impression," but it is not attained in any press as it is in the Hodgman, owing to the greatly increased trackage used in carrying the bed, which in turn is supported by a "Centre Stay" of more than one hundred per cent. greater strength and efficiency than is used on any other flat bed press.



This "Centre Stay" extends the entire width of the machine under the direct line of impression, and is so solid that no amount of pressure can deflect it. The extreme depth of the bed-rack hanger in other presses renders it impossible for competitive manufacturers to copy this feature of the Hodgman.

This means an enormous saving of time in "make-ready" and numberless other advantages that will readily be grasped by the practical printer.

Let us explain to you personally a few of these advantages.

On and after July 1, 1912, the firm of Van Allens & Boughton will withdraw as the selling agents of the Huber-Hodgman Printing Press Company, and the said company will conduct the sales of their own machinery, with offices in New York and Chicago.

VAN ALLENS & BOUGHTON

NEW YORK

Representatives:
H. W. THORNTON, Chicago, Illinois
P. LAWRENCE P.M., Co., LTD., London, England
DR. OTTO C. STRECKER, Darmstadt, Germany
S. COOKE PROPRIETARY, LTD., Melbourne, Australia

We desire to draw the attention of importers to the following papers manufactured by Olive & Partington, Limited, Glossop, England, which are specially adapted for high-class Magazine printing and the production of the Catalogue-de-Luxe.

Snow White English Coated Paper
Super Calendered Book Paper
Imitation Art Paper

A request for samples and prices will receive the immediate attention of the

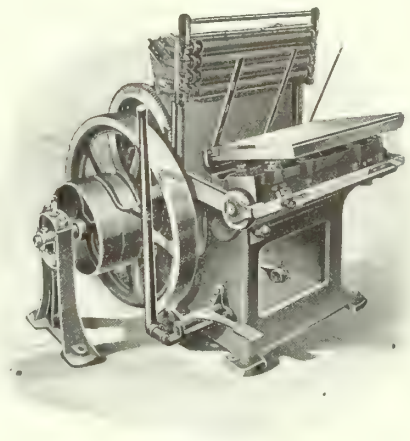
Sole Canadian Agents

Hodge-Sherriff Paper Co.

McKinnon Bldg., Toronto

Telephone Main 5781

THE GALLEY IMPROVED "UNIVERSAL"



For Letter-press, Half-tone and Three-color Work, Embossing, Cutting and Creasing.

In designing this press we have considered the absolute need of space economy in the average plant and yet have embodied the features that give accuracy of results with long service.

The many styles and sizes are covered by our catalog. Ask for it.

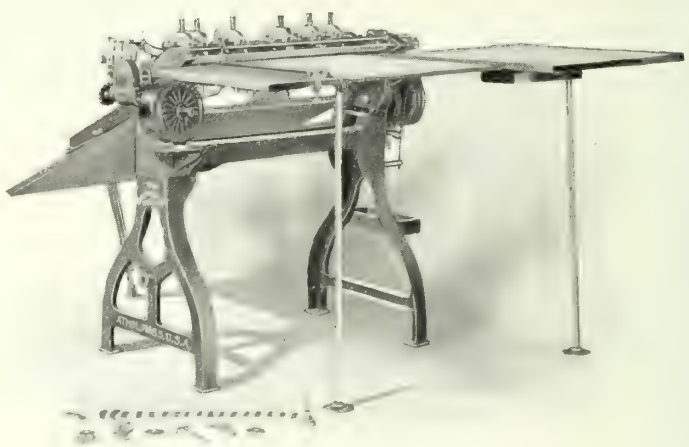
Sole Canadian Agents:

MILLER & RICHARD

National Rotary Perforator

embodies all the latest improvements, and is the strongest and most durable Rotary Perforator of its kind manufactured.

No strings. No tapes, No Bands. No burr. No ragged edges. No pounding of stock. Mechanically perfect. Simple to operate. Low cost of maintenance. Knives practically indestructible. Rapid feed. Durability. Workmanship. All parts interchangeable. Fully guaranteed. Special attachement.



Address the Sole Canadian Agents

MILLER & RICHARD

BARBER PAPER & COATING MILLS, LIMITED

Successors to
WM. BARBER & SONS, LIMITED *and*
The CANADA COATING MILLS, LIMITED

GEORGETOWN, ONT.

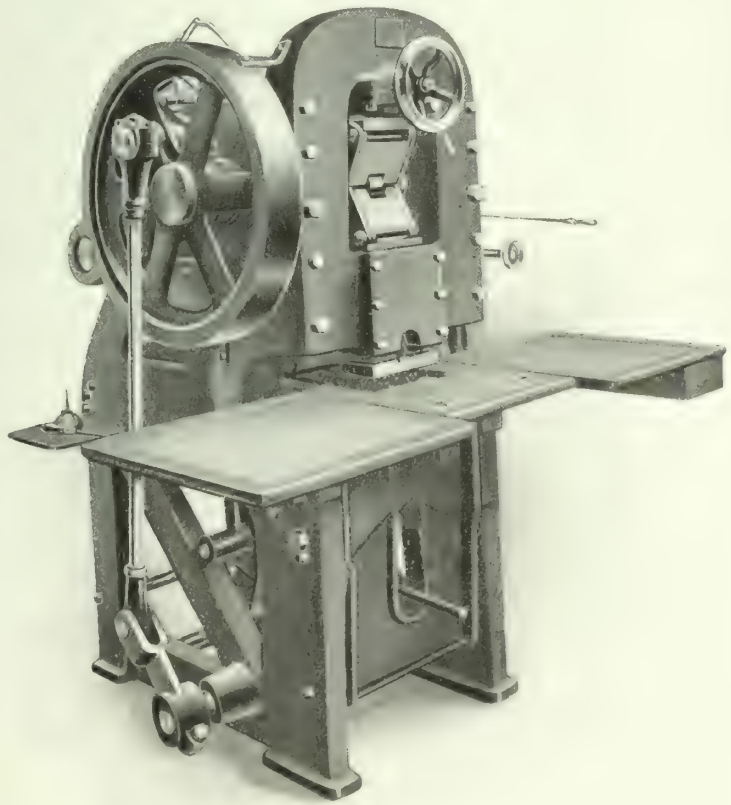
To the trade:

We beg to advise you that we have acquired the plants of Wm. Barber & Bros. and Canada Coating Mills, Limited.

We will endeavor to improve the service and products of these mills and hope to have the co-operation of the wholesale dealers and manufacturing stationers in disposing of same.

Yours sincerely

BARBER PAPER & COATING MILLS,
Limited



CARVER AUTOMATIC DIE PRESS

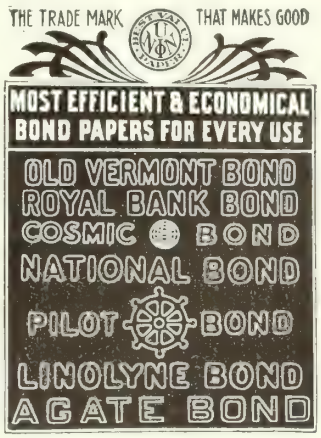
STANDS FOR

Economy of Production
Greatest Variety of Work
Perfect Register
Increased Output
Profits for the Printer

The Jewellers' Box Lid
Feeding Device Makes
Carver Presses Unique

Sole Canadian Agents

Miller & Richard



Send for Samples, test them in any way you like, compare them with any other papers you know of, then *consider* prices and the

Best Value Service

which not only *secures the greatest value for your money* but *insures* your getting the particular kind of paper *exactly when you want it*, and

Judge for Yourself

The *wide range* of selection affords ample scope for the personal preferences of your customers, and *every paper offered means a maximum of value at a minimum of expense.* And the Best Value Lines include

Paper, Cardboard and Envelopes

Adapted to Every Use.

Printers who know always select stock from Best Value Lines.

Union Card & Paper Co.

45 Beekman Street
New York

Real Money for Examples of Good Typography



Beginning with the July number, THE PRINTING ART will contain a department showing the finest examples of typography that are being produced every month. A prize of $10 will be paid for the best specimen, or specimens, submitted, as well as other prizes for second, third and fourth best examples.

The prize-winning designs will be reproduced in approximately full size, and criticism will be made of all designs submitted.

This new department will be one that no ambitious compositor can afford to overlook. Write to-day for further particulars and a sample copy of the most beautiful printing trade journal published.

THE PRINTING ART
CAMBRIDGE, MASS.

Printers, Publishers and Bookbinders, dispose of your WASTE PAPER to E. PULLAN

THE KING OF WASTE PAPER BUSINESS IN CANADA.

Corner Adelaide and Maude Streets
Toronto -:- Phone Adelaide 760

You will get all it is worth and the best service.



Printers of the West

can obtain the best service from Winnipeg when they need Photo-Engravings, Electrotypes, Wood-Engravings, Pictures, Photographs or Plans for any purpose whatever, by communicating with

RANSOM ENGRAVING CO., Ltd.
12 PRINCESS ST. :: :: WINNIPEG, MAN.

BROWN BROS.
LIMITED

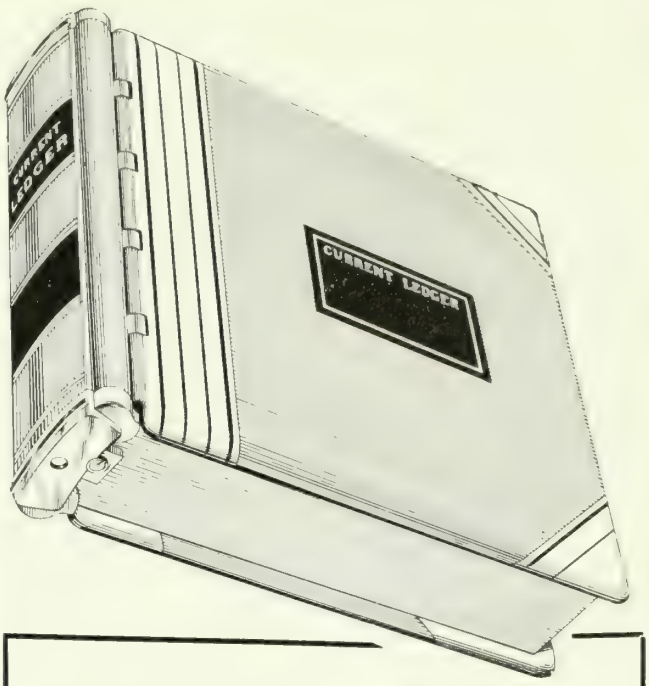
Call your attention
to
Congress Covers

Parchment Finish
20 x 25
light and heavy weights in
White, India, Tan, Brown,
Gray and Drab.

If you will compare this stock with other lines you will be convinced of its superior embossing qualities.

Write for samples and prices.

51-53 Wellington St. West
TORONTO



The Binder of the Day!

Printers who have in whole or part the printing and binding of loose-leaf ledgers have learned that it is very poor paying business to have cheap and indifferent strength metals for that work.

We manufacture binder metals that we can guarantee as to strength and durability.

These are a few of the worries we have overcome in binders: posts will not loosen in metals; section posts well protected with rubber ball caps; perfect looking mechanism; all half-bound bindings have metals well protected to insure long life to the covers.

We carry a large assortment of Ledger Leaves, Recaps, Inventory, Trial Balance, Synoptic, etc.

Send for catalogue "5"

Printers' Specialties
Limited
Toronto, Ontario

SURPRISE & WONDER BLACKS

One for Book Paper—
The other for Coated
and Enameled Paper.

Both can be Printed,
Turned and Bound in
an Eight Hour Day.

Send your *Roller Cores* to
one of our three factories,
whichever is the most
convenient.

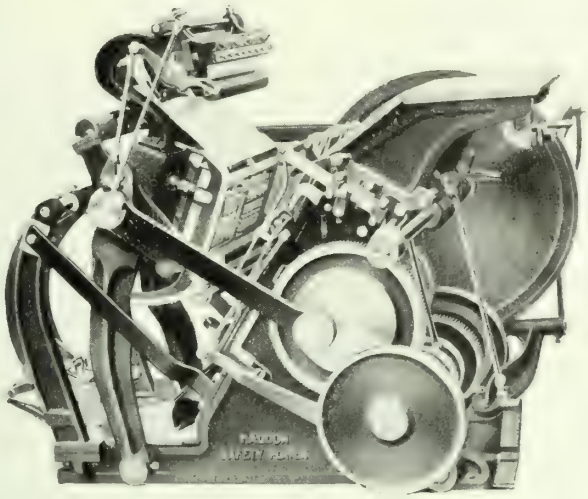
The Ault & Wiborg Co.
OF CANADA, LIMITED

MONTREAL **TORONTO** WINNIPEG

Send to-day for English or French catalogue.

The "HADDON-SAFETY"

The Greyhound of the Pressroom



Up to now we have told you in our own way something of the features of the Haddon-Safety. Now we shall leave it to a few of the Canadian users to say what they know of the Greyhound.

PRINTS THICK CARDS AS EASILY AS PAPER.

LETTER NO. 1

From SCOTT PRINTERS, Limited
Printers, Lithographers, Bookbinders
42 Colborne St., Toronto

. . . . . One of the first jobs done on the press was a two-color register run of over 160,000 impressions on 10-ply coated board. The running speed while on this job was over 2,300 per hour.

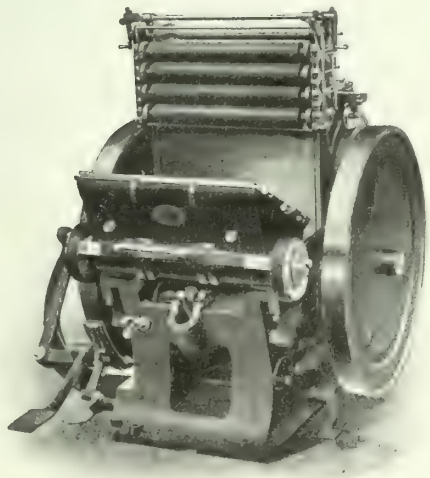
. . . . . For the investment the press is the greatest money-maker we have on our floors.

Yours truly,
(Signed) NOBLE SCOTT, Manager.

Send to-day for descriptive booklet in either French or English.

The "ART CAXTON"

Two-position Platen Two Machines in One



The genitor of exquisite printing and beautiful embossing.

USED IN EVERY COUNTRY IN THE WORLD.

United States printers paying 30% duty to get it

A fine descriptive booklet in English or French for the asking. Drop us a postcard to-day.

Anglo-Canadian Type and Printing Machinery Co., Ltd., 124 York St., Toronto

W. GORDON MONTGOMERY, Manager

Send to-day for French or English catalogue.

5 Point Font $2.00 21 A $0.95 45 a $1.05

PROBABLY NO MENTAL IMPRESSION CAN FADE BEYOND RECALL

Some years ago I was sitting near a window on a cloudy day. Suddenly the sun broke through a cloud, casting upon the carpet a vivid square of sunshine. As suddenly I saw a mental picture of another room, where, more than fifty years before, and when not more than four years old, a similar checkered square of sunshine had so strongly attracted my attention. All the details of the room and landscape through the window were as vividly presented as if I had seen them the day before. But, stranger than all, the pattern of the sunlit spot of carpet was reproduced $1234567

ABCDEFGHIJKLMNOPQRSTUVWXYZ

6 Point Font $2.00 23 A $0.90 46 a $1.10

CAN MEASURE ONE FIFTY-MILLIONTH OF AN INCH

In recent science nothing is more remarkable than the refinement which has been made in instrumental measurements. Dr. Shaw recently explained to the Royal Society of London an electrical micrometer which can be made to measure the fifty-millionth of an inch. This measurement, the smallest ever yet made, was in connection with the movements of a telephone diaphragm, and was effected by means of an electric $1234567

abcdefghijklmnopqrstuvwxyz

8 Point Font $2.25 21 A $1.05 42 a $1.20

HINTS ON ENTERTAINING ARE EXCELLENT

To be a good host seems a difficult matter, judging by the rarity of such people. In truth, everything depends on the hostess; the husband, like a bridegroom at a wedding, is a mere adjunct at social functions. If she knows her duties and performs them cheerfully, even a tea party becomes a brilliant success $123456

9 Point Font $2.50 20 A $1.15 42 a $1.35

THIS APPEALS TO THE PRIMITIVE MAN

Good to the soul and renovating to the body, is the cloud of incense that eddies from the forest camp fire. One feels instinctively the wholesomeness of the bitter-sweet, tonic cloud, as it drifts in at the gateway of the lungs $12345678

10 Point Font $2.50 19 A $1.25 38 a $1.25

LIFE IN THE OPEN UNDER … VING ROOF OF THE FOREST

Is there any odor under heaven tha… man, surviving in all of us, like the smell of the camp fire? Take a cit… whole life thus far within the limits of a great metropolis, whisk him o… one sniff of eddying wood-smoke under the forest boughs, and you h… for him a chapter of existence, or pre-existence, so strangely sweet, s… is soul aches with desire to $12345

12 Point Font $2.75 16 A $1.30 34 a $1.45

WOOD-SMOKE THE BEST … LPFUL HYGIENIC AGENT

A part, and a large part, of t… ess of camp life consists in the cleansing that the system gets … ure wild water, and the sifting through the pores and tissues … ylactic clouds of wood-smoke. Consider the benefits received … round the camp fire $123456

HARRIS ITALIC

A NON-KERNING SERIES

Keystone Type Foundry

Philadelphia New York Chicago Detroit Atlanta San Francisco

14 Point Font $3.00 12 A $1.40 26 a $1.60

INTERESTING FACT ABOUT VARIATIONS OF COMPASS

The magnetic north, or point to which the compass-needle strains, is very seldom the extremity of the earth's axis. At the present time it is said to be about one thousand miles west of the actual pole $3456

18 Point Font $3.25 10 A $1.60 20 a $1.65

LAWS REGARDING A DISPOSAL OF PROPERTY

The age at which persons are lawfully able to make a will differs in various States. Must be 21 years old in many

20 Point Font $3.25 7 A $1.60 14 a $1.65

BUSINESS VISITS AT WHITE HOUSE

All visitors admitted from 12 to 1 o'clock daily, except Cabinet days, if convenient to President

CANADIAN AGENTS { George M. Stewart, 92 McGill Street, Montreal. Printers' Supplies, Ltd., 27 Bedford Row, Halifax, Nova Scotia
Anglo-Canadian Type and Machinery Company, 124 York Street, Toronto

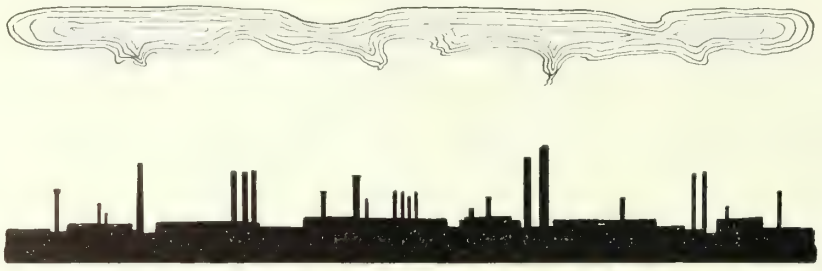
National Paper Company

Limited

Manufacturers
of High Grade
Enamel Books,
Lithographic and
Coated Label
Papers.

Office and Factories:

Valleyfield, Quebec



THE PRICE OF HOMAGE

ONCE when King Edward VII. paid a visit to Sheffield, all the fires in factories and plants were allowed to die out. Not a wheel in Sheffield turned for twenty-four hours. ¶ The primary object of this was to lift the pall of smoke that hovers over that wonderful steel producing city and to ensure, as far as man was able, a bright day and a blue sky for an auspicious occasion. ¶ It was Sheffield's expression of respect.

BUT the action was unique—it was unprecedented—it was unthought of that those hundreds of mighty furnaces, raging night and day, and those seething boilers with quivering valves should ever be allowed to cool. ¶ This extinguishing of fires cost Sheffield hundreds of thousands of dollars—the price of the effort to get back again to high-power efficiency.

SOME business men in Canada pay an unwitting homage, not to a king but to a superstition—the superstition that hot weather justifies letting the fires of business energy go out. They stop Advertising in the Summer months. By paying homage to *tradition, custom, superstition,* they have allowed Summer to become their "dull" season. ¶ You know how dull it can be when you don't advertise. Do you know how brisk it can be made by Advertising? Do you realize how much momentum you lose in the Summer that must be regained in the Fall?

DON'T LET YOUR ADVERTISING FIRES DIE OUT THIS SUMMER.

Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or the Secretary of the Canadian Press Association, Room 503 Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write, if interested.

The PRINTER & PUBLISHER

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF THE PRINTING AND PUBLISHING TRADES OF CANADA

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Proceedings at the 54th Annual Meeting of the C.P.A.

Successful Convention Held at the Chateau Laurier, Ottawa, on June 6th and 7th.

WITH two hundred and twenty members present, the fifty-fourth annual meeting of the Canadian Press Association, held at the Chateau Laurier, Ottawa, June 6 and 7, 1912, goes down to history as one of the best attended and most successful conventions in the experience of the organization. The capital city of the Dominion welcomed the visiting pressmen and their wives and daughters with open arms and spared no efforts to make their two-day sojour thoroughly enjoyable. Convention headquarters were located in the new Chateau Laurier, which had just been opened the preceding week, and which proved to be one of the handsomest and best equipped hostelries in the country. The various business sessions were well attended, and the proceedings went off with a vigor and enthusiasm that was a delight to all present.

That the value of the association as at present organized with a central office and permanent secretary was thoroughly appreciated, received ample proof when the members gave a unanimous and hearty assent to the proposal to raise one thousand dollars at once, to meet the probable deficit which would arise after the first experimental year had been completed. There was no one present who did not feel that the work must be carried forward, no matter what the cost. At the same time, it was explained that with the association fully organized and with all the other Canadian press associations affiliated, there would be no need for such a call in the future.

As usual, advertising matters consumed much of the time both at the meetings of the Daily and Weekly sections and in the sessions of the general association. The Weekly Section adopted a standard form of rate card and schedules of minimum rates for foreign and local advertising. The Daily Section also accepted the proposed standard form of rate card, and considered a new agreement between daily newspapers and recognized advertising agencies.

Two deputations from the association waited on the Government, one to ask for the removal of the duty on type-setting machines, etc., and the other to discuss postal matters. Both deputations were well received, but no definite results were obtained.

Another noteworthy step was taken by the association in approving the formation of the Class Press Section, which was duly organized on the same lines as the Daily and Weekly Sections.

The association was further fortunate in having as its guest, Mr. Don C. Seitz, of the New York *World*, one of the most prominent personalities in American newspaperdom. His remarks at the general session, at the banquet and before the Daily Section were listened to with eager attention, and were replete with valuable advice, derived from a long experience on the press.

The Opening Session

The president, C. W. Young, Cornwall *Freeholder*, called the convention to order at 10.30 a.m. on Thursday, June 6, and introduced His Worship, the Mayor of Ottawa.

Mayor Hopewell tendered to the convention a hearty welcome. He said Ottawa as the capital of Canada, is the centre of our national life—a city which every Canadian should consider his own, and of which he should be proud. His Worship expressed his conviction that no happier, more contented or better dressed hundred thousand people than those resident in Ottawa could be found in any other city in the world, and said it is the hope and effort of these happy and contented citizens to make Ottawa a worthy capital of a great nation.

Mr. Young, in thanking Mayor Hopewell for his welcome, said he was confident the visiting press men would be impressed with the fact that Ottawa

was a beautiful city. He expressed the hope that the ambitions of the Mayor and citizens of Ottawa for the future of their city would be fully realized.

Report of the Executive Committee

The secretary, John M. Imrie, read the report of the Executive Committee, which was as follows:

During the term now closing, the work of the Association was put upon a new basis through the establishment of a central office in Toronto and the engagement of a permanent secretary for part of his time. This change was made in accordance with the instructions given to the Executive Committee at the last annual meeting, and it is the firm conviction of this committee that the results of the first 9½ months' work under the new arrangement amply justify the change. As you are already aware, Mr. John M. Imrie was the unanimous choice of the Executive Committee for the new position of permanent secretary. He accepted it on the understanding that he give one-half of his working time to the duties of the position, and assumed these duties on August 15, 1911.

The inauguration of a Dominion-wide campaign to advertise advertising was the outstanding feature of the work of the Association during the past year. The plans for this campaign were laid at a meeting of the Recognition Committee, held last October, and two subsequent meetings of a sub-committee, consisting of J. F. MacKay, William Findlay, and the Secretary. The Advertising Advertising Committee, as this sub-committee is called, decided to ask each daily newspaper publisher to give 20,000 lines of space in his newspaper as his contribution to this campaign; to place the advertisements at top of column and alongside reading matter; and to run them according to a schedule of insertions that would be arranged to cover each city most effectively. Ninety-three of the one hundred and thirty-one distinct daily newspapers published in Canada signed an agreement along this line, thus placing an aggregate of 1,860,000 lines of daily newspaper space at the disposal of the committee. This space will be used in a series of forty-five 450-line advertisements. The first twenty advertisements in this series were run during the ten weeks commencing March 11. They were along broad educational lines in explanation of the real function of advertising and its influence on the quality and price of a commodity. A series of seven advertisements dealing with hot weather advertising and demonstrating clearly the potency of advertising in the summer months, as in all other seasons of the year, will commence on June 17. They will be followed by fourteen of the twenty advertisements in the first series, and these again by four advertisements advertising financial advertising.

All the advertisements in the campaign are being sent out in plates or mats, as desired by the co-operating newspapers, this portion of the cost being borne by the Canadian Association of Advertising Agencies. The insertions are checked in the office of the Association, and in this and other ways the campaign is being conducted as though the space used was being paid for at card rates. The copy was prepared by the Advertising Advertising Committee of the Toronto Ad. Club, composed of nine trained copy men connected with five of the recognized advertising agencies, and the Secretary of the Canadian Press Association, who is chairman of the committee. The advertising and publishing journals of Canada and the United States, and leading advertising men and publishers of both countries have commented very favorably upon the copy, many expressing the conviction that it sets a new standard of strength in advertising advertising copy. The Daily Newspaper Club of United States requested permission to run the advertisements in the 65 leading daily newspapers represented in its membership, and similar requests have been made by a score or more other newspapers published in United States.

The first 19 advertisements in the series were printed in booklet form and distributed among the weekly newspapers of Canada and a number of advertisers in this country and United States. The weekly newspapers were given the right to use the advertisements on specified release dates pending the proposed preparation of a special series for the weekly press, and many availed themselves of this offer. The object in sending this booklet to advertisers and securing all possible publicity for the campaign was to let the advertisers know that the newspapers of Canada are making advertising in their newspapers more valuable to the advertiser by increasing public confidence in advertisers and advertised goods.

Encouraging progress in the work of standardizing and safeguarding the relations between newspapers and advertising agencies has been made under the guidance of the Recognition Committee. This progress clearly demonstrates the wisdom of the change made at the last annual meeting in the matter of the recognition of advertising agencies. Before the establishment of this committee, recognition was granted by the daily section as well as the Executive Committee of the General Association. Naturally, some decisions of the one body clashed with decisions of the other, while the division of authority was not conducive to the efficient handling of this difficult and important matter. Now the Recognition Committee, so constituted as to represent the various classes of daily and weekly newspapers, has the sole right to grant, control and cancel recognition in the name of the Canadian Press Association. Already, by the equitable and aggressive manner in which it has discharged its functions, it has won its way into the complete confidence of the membership. Indeed, an agreement to abide by its decisions has been signed by 62 dailies, 172 weeklies and 17 trade and class publications, and many others make recognition by it a condition of the granting of agency commission.

The cost educational work commenced during the last term was continued and extended during the one now closing. Nine District Cost Conferences were held in Ontario; one in Quebec, and one in Saskatchewan. The Eastern Canada Cost Congress, held in Toronto last February, was in a sense a part of this work, for it was planned by our secretary with the object of interesting the printers of the larger cities in the installation of cost systems and thus removing in a measure a competition that, because based on ignorance of cost, frequently made it very difficult for the weekly or small daily newspaper publishers to get the prices for job work that their cost systems showed they should get. The forms in the C. P. A. Cost System have been painted on oilcloth and mounted on spring rollers in a combination stand and box for use in illustrating the cost system at the cost conferences. This system in whole or part has been installed in upwards of 150 plants throughout Canada, and these installations, combined with the discussions at the cost conferences, have done much to better conditions in this class of plant, the past history of which is evidence of the need of this betterment.

An important part of the cost educational work of the past year was the preparation of an average-cost price-list of job work. This list represents a great deal of work on the part of the secretary and a co-operative committee of weekly newspaper publishers, for it involved an investigation into the average cost of the sold hour of various classes of labor and the compilation of estimates of cost on over 500 distinct jobs of printing. It is just off the press, and will be considered at the Weekly Section meeting this afternoon. Lest a false impression should be given regarding this list, it may be stated that it is by no means a price-list in the ordinary sense of the word. The Canadian Press Association has neither the intention or desire to attempt to control the selling prices of job work even to the extent of issuing a schedule of suggested selling prices. The figures in this average-cost price-list represent the average-cost of producing standard job work in the villages, towns, and small cities of Eastern Canada. The list will be sent to all weekly and small daily newspaper plants in Eastern Canada, but the matter of selling prices will be left to the individual publisher.

Many of the district cost conferences have concluded with the organization of district press associations. During the past year the following district organizations were formed:—Lake Shore Press Association, Huron County Press Association, St. Lawrence River Press Association, and Essex and Kent Counties Printer and Publishers' Association. These cost conferences and district press associations are gradually shifting the emphasis from the things which divide publishers to those on which they could and should be united and work in unison.

A campaign against free publicity was commenced last October. Members were asked to send to the secretary all requests for free publicity which they received and thought were being sent to the newspapers generally. These requests were chronicled in free publicity bulletins, which were sent to the members, to the daily newspapers not represented in the membership, and latterly to the individuals and firms referred to in them. Since the campaign commenced, eight free publicity bulletins have been issued. These bulletins recorded over 400 requests for free publicity for matter that should appear in newspapers as paid advertising only. This feature of the Association's work has revealed the fact that some advertisers and advertising agencies will send the same reading matter to some newspapers with a request for free insertion as a "news item," and to others accompanied by a contract. Thus it is evident that they divide the newspapers into classes according as their past treatment of free publicity requests reveal their attitude on this matter. It is also evident that if a large majority of the newspaper publishers of Canada would make a practice of refusing to publish as free reading notices all matter that should run as paid advertising, much of the money now spent in salaries to press agents and printing for and postage on their matter would be spent in paid advertising. However, the free publicity bulletins are doing good work in this connection. Scores of publishers, when sending requests to the Secretary, have stated that they would have complied with them a year ago, but these bulletins have opened their eyes to the enormity of this nuisance, and now all requests received go to the Secretary instead of the editorial department. The effect of these bulletins is illustrated by a statement made to the Secretary recently by the head of on of the large Canadian advertising agencies. This gentleman said he is having much trouble with one of his clients because he is not getting nearly as much free advertising from him as formerly. The repeated requests of this agency for free publicity for the client in question have been referred to in several of our free publicity bulletins, but the agency frankly admits that in very few instances have these requests been complied with.

Reference was made in the President's address at the last annual meeting to the fact that if legislation then pending at Washington and Ottawa became law, the duty on typesetting and typecasting machines and parts thereof would be removed. This legislation, as you know, did not become law, and immediately after the issue was decided, steps were taken to bring about the removal of this duty and the duty on parts of newspaper presses as an amendment to the present tariff. The publishers of all newspapers represented in the membership and all the daily newspapers in Canada not represented were asked to urge upon their local members and the Ministers of Finance and Customs the desirability of an immediate removal of these duties, which are in the nature of a tax on the newspapers, without providing protection to any Canadian industry. The Ministers of Finance and Customs were soon deluged with letters on the matter, but they intimated to members of your Executive Committee that the desired change could not be made at that time. So your committee has arranged for an interview at 12.30 to-day with the Premier and the Ministers of Finance and Customs, when the need of an immediate removal of these duties will be urged with, we trust, a satisfactory result.

It would not be wise to attempt to cover in detail all features of the work done during the past year. Over 50 bulletins or circulars have been issued in connection with this work. The majority of these have gone to all first members, but some have been sent to one or more divisions of the first membership list only.

Realizing that every newspaper published in Canada would be a beneficiary of the larger work that would be undertaken through a central office and permanent secretary, and that the income from fees of the membership, as it was at the time of the last annual meeting, would not begin to cover the cost of this work, your committee gave early attention to means of increasing the membership. Immediately after his assumption on August 15 of the duties of his office, the Secretary launched an aggressive and systematic membership campaign, as a result of which 139 new members have been secured. The names of these new members are:—

H. Sutton, Business Manager, Rideau Record, Smith's Falls, Ont.
Geo. A. Gatehouse, Advertising Representative, British Columbia Commercial Review, Vancouver.
Robert A. Giles, Assistant Editor, Lachute Watchman
L. H. McNamara, Publisher, Bruce Herald, Walkerton.
Isaac Wilson, Publishers, Cobourg Sentinel-Star.
O. M. Semi, publishers, Hepworth Progress.
Robert Wilson, publishers, Lanark Era.
A. J. Crook, manager, Galt Reformer.
Jabez Coram, publishers, Drayton Advocate.
R. H. Baker, publisher, Minden Echo.
H. D. Davis, manager, Mitchell Advocate.
E. W. Johnston, publisher, Clarksburg Review.
J. R. Aitchison, publisher, Clifford Express.
John Law, manager Tillsonburg Observer.
John Murkar, publisher, Pickering News.
F. W. Sutherland, manager, St. Thomas Journal.
James D. Clark, business manager, Galt Reporter.
J. A. Mitchell, part-owner, Goderich Star.
John Vannatter, part owner, Goderich Star.
Otto Thorning, managing director, Cochrane Northland.
Wm. McDonald, publisher, Chesley Enterprise.
R Meek, director, Kingston Whig.
Gordon H. Southam, assistant manager, Hamilton Spectator.
B. O. Britton, publisher, Gananoque Reporter.
J. J. Sidey, publisher, Welland Tribune.
J. E. Dobie, publisher, Walkerville Herald.
Geo. Mason, publisher, Prescott Journal.
Chas. M. Mundy, business manager, Oshawa Reformer
Oscar S. Eby, publisher, Hespeler Herald.
Louis Blake Duff, publisher, Welland Telegraph.
Arthur Harvey Smith, publisher, Listowel Banner
Frederick E. Dougall, partner, Montreal Witness.
A. Logan, publisher, Wiarton Echo.
W. B. Creighton, manager, Christian Guardian, Toronto.
John Craig, publisher, Sturgeon Falls Advertiser.
T. Clarke Lapp, publisher, Merrickville Star-Chronicle.
Frank Carrel, publisher, Quebec Telegraph.
J. B. Lake, publisher, Powassan News.
G. F. McKimm, publisher, Smith's Falls Record.
W. H. Allen, publisher, Carleton Place Herald.
H. C. Jones, publisher, Vankleek Hill Review.
R. L. Cotton, business manager, Charlottetown (P.E.I.) Examiner.
E. J. Payson, business manager, Moncton (N.B.) Times.
John D. MacDonald, publisher, Pictou (N.S.) Advocate.
Mrs. P. M. Fielding, editor, Windsor (N.S.) Tribune.
A. R. Brennan, business manager, Summerside (P.E.I.) Journal.
Geo. F. McWilliam, publisher, Newcastle (N.B.) Leader.
Fred. E. Cox, publisher, Middleton (N.S.) Outlook.
D F McLean, publisher, Port Hood (N.S.) Greetings.
J. L. Stewart, publisher, Chatham (N.B.) World.
J. P. Melaney, manager, Woodstock (N.B.) Press.
E. W. McCready, manager, St. John (N.B.) Telegraph.
H. A. Robert, advertising manager, La Presse, Montreal.
G. H. Muir, advertising representative, Farmers' Advocate, London.
Dr. Vanzant, advertising representative, Farmers' Advocate, London.
William Dennis, proprietor, Halifax Herald.
Clement Cormier, manager, Moncton (N.B.) L'Evangeline.
P. D. Ayer, publisher, Eastern Labor News, Moncton, N.B.
J. W. V. Lawlor, managing director, New Freeman, St. John, N.B.
J. H R Elliott, publisher, Blyth Standard.
J. M. Southcott, editor, Exeter Times.
R. A. Semple, editor, Tottenham Sentinel.
W. L. Boynton, advertising department, La Presse (Toronto), Montreal.
J. H. Fawcett, assistant editor and manager, Burk's Falls Arrow.
F. J. Wickwire, editor and proprietor, Crediton Star.
Henry G. Kelly, manager, Dun's Bulletin, Toronto.
Martin M. Condon, reporter, South Shore Press, St. Lambert, Que.
J. B. Lapointe, general manager, Le Canada, Montreal.
A. S. Wigmore, Dominion Railway Guide Publishing Co., Toronto
Geo. Clark, editor, St. Croix Courier, St. Stephen, N.B.
A. R. Coffin, business manager, Truro News, N.S.
James W. Curran, editor, Sault Ste. Marie Star.
D'Alton Campbell, publisher, Gravenhurst Banner.
C. T. Lapp, publisher, Brighton Ensign.
A. S. McLeese, editor, Oshawa Reformer.
Samuel Farmer, publisher, Port Perry Star.
J. J. Pratt, publisher, Owen Sound Herald.
D. McKenzie, publisher, Paisley Advocate.
Ernest E. Short, publisher, Southampton Beacon.
J. J. Hunter, publisher, Kincardine Reporter.
J. W. Tucker, manager, Markdale Standard.
W. Garland Foster, manager, Nelson (B.C.) News.
C. W. Shierholtz, publisher, Elmira Advertiser.
J. Ross Thexton, business manager, Kemptville Advance.
Lana Moorhead, local editor, Kemptville Advance.
Harold Mills, business manager, Westmount News
H. B. Donovan, Jr., managing editor, Canadian Poultry Review Toronto.
Theodore K. Pickering, part owner, Blenheim News Tribune
W N. Hellens, publisher, Kingsville Reporter.
H J. Jerome, publisher, Rothwell Times.
A. A Whitwam, publisher, Leamington Post and News.
R. N. Eppelt, assistant editor, Wheatley Journal.
N. T. Bowman, advertising manager, Toronto Telegram
J. A. McDonald, circulation manager, Canadian Collier's, Toronto.
Thos. Harris, editor, Watford Guide-Advocate.
W J. Wraith, editor and proprietor, Lucknow Sentinel.
Joseph Knight, assistant manager, Prescott Journal.
Thos. Miller, managing director, Moose Jaw Times
Robert Crossland, publisher, Zealandia (Sask.) Telegram.
J Wesley Allison, proprietor, Morrisburg Leader.
L E Murphy, editor and manager, Morrisburg Leader.
J H Ross publisher, Smith's Falls News
Joseph Merrit, manager, Farmers' Advocate, of Winnipeg
James H. Imrie, associate editor, Printer and Publisher Toronto
F W Major editor and publisher, Gore Bay Recorder.
W R Young, business manager, Cornwall Freeholder
W. A. Buchanan, managing director, Lethbridge Herald.
W G Cave, publisher, Midland Argus
W H. Smallfield, business manager, Renfrew Mercury
H V McKinnon, manager, St. John (N.B.) Standard.
Harold R. Moffatt, member of firm, Owen Sound Advertiser
W. F. Halliday, assistant editor, Chesley Enterprise.
E. J. Hewson, editor, manager and part owner, Penetanguishene Herald.
E. S. Secord, editor, Cobalt Nugget.
Mrs. E. M. McConnell, publisher, Walkerton Telescope.
J. F Perkins, editor and proprietor, Petrolia Topic.
J. T. Stirrett, editor, Industrial Canada, Toronto.
A. V. Nolan, publisher, Uxbridge Times.
John A. Johnston, editor and proprietor, Midmay Gazette
R. H Hocken, advertising canvasser, Toronto Sentinel.
Geo. H. Mooney, publisher, Ripley Express.
W. M. Irving, circulation manager, Cobalt Nugget.
Norman D. Mick, advertising department, Cobalt Nugget
C. F. Goldthwaite, news editor, Cobalt Nugget.
F. W. Rickaby, editor and proprietor, Bruce Mines Spectator.
Alex. A. Sim, editor, Rodney Mercury.
W. Y. Wallace, proprietor, British Canadian, Simcoe.
F. M. Chapman, editor, MacLean's Magazine, Toronto.
Joseph McGoey, manager, MacLean's Magazine, Toronto.
John M. Grant, reporter, Orillia Times.
C. Nixon, advertising manager, Rural Publishing Co., Peterboro.
James Currie, editor and proprietor, Stirling News Argus.
F. H. Annis, reporter, Whitby Gazette-Chronicle.
Samuel Charters, publisher, Brantford Conservator.
Jas. Muir, city editor, Ottawa Journal.
Oscar Widmeyer, Publisher, Acton Advance.

The possibility of increasing the membership and income through the affiliation of other press associations in Western and Eastern Canada with our Association was considered early in the term. When it was reported to the first meeting of your committee that Messrs. Cranston and Imrie were leaving in a few days for a trip through Western Canada, they were appointed to represent this Association at the annual meeting of the Western Canada Press Association in Regina, on August 2 and 3, and suggest to the members of that association that some arrangement be entered into whereby they would share in the cost of our work and fully in its benefits. The Western Canada Press Association was deeply interested in our plans, and by a unanimous vote, first of the Executive Committee, and then of the general association, they submitted to your Executive Committee a proposal that their entire membership be received as affiliated members of our Association, and enjoy the privileges of full membership, in return for the annual payment into our treasury of an amount equal to one half of our regular membership fees for their entire membership. This proposal was accepted at a meeting of your Executive Committee on September 2, but for some reason that is unknown to your committee or Secretary, the proposed affiliation has not yet been consummated. Your Secretary is planning to attend the next annual meeting of the Western Canada Press Association in Port Arthur and Fort William on August 1, 2 and 3, and is hopeful that at it the matter may be brought to a successful conclusion. This affiliation would give our Association an increase in membership of about one hundred, and an annual income of about $400.

Your Secretary attended the annual meeting of the Maritime Press Association, held in Moncton last October, and submitted there a proposal for affiliation on the basis agreed upon for the affiliation of the Western Canada Press Association. Under the constitution of the Maritime Press Association, a change in the membership fees can be made at an annual meeting only, and after one month's notice. This notice not having been given in advance of the meeting last October, the matter of affiliation could not be definitely decided. But by a unanimous vote of the meeting, the incoming executive committee was instructed to give the necessary notice before the next annual meeting, and use its influence to bring about an affiliation at it. In the meantime, fourteen members of the Maritime Press Association have joined our Association as individual members.

The Albert and Eastern British Columbia Press Association considered a similar proposal for affiliation at its annual meeting in Calgary last November. Your Secretary could not attend this meeting, and in the absence of certain desired information, it was decided to postpone action in the matter until the next meeting. This meeting will be held in Nelson, B.C., on July 26 and 27. Your Secretary is planning to be present at it, and is hopeful that the proposed affiliation will then be completed.

Thus, there is a possibility—indeed, a probability—that before the close of 1912 our long-cherished hope of a truly national organization will be realized. The Canadian Press Association should receive the support of the press of every province, for the work in which it is now engaged is of value to every newspaper in Canada. If this work is to be continued and extended as it should be, this support must be forthcoming in even larger measure than during the past year, for the report of the treasurer will show that, despite the addition of 139 members during the year, the income from membership fees is not yet sufficient to cover the cost of maintaining a permanent organization.

Your committee believe that with the increase in income from new members secured during the next year, and from the proposed affiliations, the income for 1913 will cover the expenditure unless considerable new work done is undertaken. In the meantime to provide for the deficit on this first and therefore abnormally expensive year, they recommend that this convention raise $1,000 by voluntary subscriptions.

Secretary's Report

The secretary then read his own report as follows:

The work of the past year is covered in detail in the reports of the Executive and other committees, so in this report, I will give a few statistics only.

During the past year your Secretary has conducted 11 district cost conferences, and in connection with these and other business for the Association, has travelled over 11,000 miles. Through the courtesy of the Canadian Pacific, Grand Trunk, and Intercolonial Railways, transportation has been provided for practically all of this mileage. In addition to the trips included

in this mileage, your Secretary attended two cost congresses in in the United States, involving the travelling of over 5,000 additional miles. While his attendance at these meetings was of direct value to the Association, he did not go as its representative primarily, so no expense in connection with these trips devolved upon this Association.

The year 1911 was a record one in the matter of membership receipts from fees—and expenditures. Figures for 1911 and the six previous years are as follows: –

	1911	1910	1909	1908	1907	1906	1905
Receipts from fees..	$1,251.17	$791.15	$758	$710	$717	$690	$665
Certificates issued .	428	390	362	349	356	337	296

Since the last annual meeting, 139 new members have been secured. There are now 550 names on the roll, but of these, 68 have not yet paid their fees for 1912. The fees of these 68 members amount to approximately $350, but it is questionable whether much more than one half of this amount can be counted on, as some of these members doubtless intend to withdraw from membership, owing to the increase in fees. The fees for 1912 have been paid by 162 members.

Naturally, the bulk of our members are resident in Ontario and Quebec, although we have now members in every province in Canada. Reference was made in the President's address at the last annual meeting, to the fact that only 142 of the weekly newspapers published in Ontario were represented in our membership. This number has since been increased to over 200. Excluding the dailies of Port Arthur and Fort William, which are members of the Western Canada Press Association, all but six of the daily newspapers published in Ontario are represented in our membership.

While more new members have been secured during the past than any previous year, the income from membership fees is not yet sufficient to cover the cost of maintaining a permanent organization. The treasurer's report shows a total income from all sources for the first five months of this year of $2,297.86, and total expenditures (including a deficit of $21.63 from 1911) of $1,963.07. This leaves a balance of only $334.79, but in addition to this there will be $175 from fees for 1912 that are as yet unpaid. Thus we may count on a total of about $500 only for the remaining seven months of the year. This without allowance for income from the fees of new members.

The minimum cost of conducting the work of the Association for the remaining seven months will be $1,500, made up as follows:

Rent	$ 297.50
Stenographer	242.62
Telephone and telegraphs	45.00
Printing, postage, etc	214.88
Secretary	700.00
	$1,500.00
To meet which there is in sight:	
Balance on hand	334.79
Membership fees for 1912, unpaid (after allowance for withdrawals)	175.00
	$ 509.79
Leaving a probable deficit of	$ 990.21

Report of the Treasurer

The treasurer, J. H. Cranston, Toronto *Star*, presented the following financial statements:

FINANCIAL STATEMENT FOR 1911.

Receipts—	
Balance brought forward from 1910	$1,107.01
Membership fees	1,251.17
Advertising in annual report	171.00
Cost system supplies	89.15
Interest	32.87
Excursion account	14.90
	$2,666.10
Expenditures—	
Printing annual report and President's address, including envelopes therefor	$ 316.25
Printing	246.51
Postage	182.11
Executive Committee expenses	206.64
Recognition Committee expenses	84.40
Travelling expenses of Secretary	50.95
Rent of office 5 months	212.50
Telephone	27.65
Cost system supplies (re-sold)	110.11
Ryrie Bros. presentation	95.00
H. B. Donly Cost Conference expenses	49.40
J. P. MacKay, expenses re excursion	15.00
Office furniture	179.68
Express and freight	3.80
Exchange	4.90
Reporting the annual meeting	45.00
J. H. Cranston, honorarium to Aug. 15	156.98
Weekly section expenses	18.00
John M. Imrie, salary, 4 months	400.00
Stenographer's salary and outside stenographic work	193.02
Fees returned	39.00
Office supplies and sundry expenses	30.16
Telegraphs	20.67
	$2,687.73
Total receipts for 1911	$2,666.10
Total expenditure for 1911	$2,687.73
Deficit to 1912	$ 21.63

FINANCIAL STATEMENT FOR 5 MONTHS ENDING MAY 31, 1912.

Receipts—	
Membership fees	$2,245.41
Cost system supplies	34.95
Advertising advertising plates	11.00
Interest	6.50
	$2,297.86
Expenditures—	
Deficit from 1911	21.63
Printing	321.08
Postage	132.68
Executive Committee expenses	72.76
Recognition Committee expenses	176.26
Travelling expenses of Secretary	66.40
Rent of office, 5 months	212.50
Telephone	29.46
Cost system supplies (re-sold)	12.50
H. B. Donly—Cost Conference expenses	10.00
Exchange on cheques	12.90
Weekly Section Committee meeting	22.94
John M. Imrie salary, 5 months (one-half of working time)	500.00
Stenographer's salary, 5 months	173.30
Mimeographic and stenographic work	59.61
Telegrams	14.98
Advertising advertising advertisements	25.00
Advertising advertising plates	5.32
Office fixtures	3.50
Flag for Collingwood School	7.80
C. W. Young travelling expenses	1.50
Return of fees	10.00
Cost system charts, mounted on rollers and in box..	35.31
Office supplies and sundry expenses	35.64
Balance on hand	334.79
	$2,297.86

EXCURSION ACCOUNT.

Balance on hand, Aug. 15, 1912	209.03
Expenditures—	
Office Specialty Mfg. Co., office furniture	1.90
United Typewriter Co., typewriter	125.00
Day Sign Co., sign on door	4.00
R. Ritter, electric fittings	6.00
Grand & Toy, office furniture	72.13
	$ 209.03

INVENTORY ACCOUNT.

Office fixtures, etc., purchase price	$ 392.21
Less depreciation at 10% per annum (9 months)	29.41
	$ 362.80

Meeting the Probable Deficit for 1912

The report of the Executive Committee, secretary and treasurer were referred to the Committee on Resolutions, and on the suggestion of the chairman, the convention discussed the matter of raising $1,000 to meet the probable deficit for the year 1912.

W. R. Givens, Kingston *Standard*, said the matter of raising this amount was discussed at a meeting of the Executive Committee held in Toronto the previous evening, and gave a report of this discussion as follows: "When we assumed the additional expense of maintaining a permanent office and secretary, it was expected that the fees of new members, and the contributions of eastern and western press associations in return for affiliated membership for their respective members, would meet the increased expenditure. The Executive Committee and secretary have worked very hard in this matter, and as you have been told in their reports, the membership has been decidedly increased during the past year. But the hope we had that the eastern and western associations would affiliate with our association has not yet been fulfilled. However, the Executive Committee and Mr. Imrie, who has been in constant touch with these associations, feel quite sanguine that in the course of a few months these affiliations will be completed. Therefore, the Executive Committee feel that instead of calling on the members of the association for any fixed assessment, or recommending an increase in the fees that would be collected year after year, it would be better, considering the expectation we have of greater returns in the future, to simply appeal to the generosity of the members by asking them to contribute $1,000 volun-



THE LADIES OF THE PRESS PARTY AT THE PARLIAMENT BUILDINGS

tarily to meet the abnormally heavy expenses of this first year under the new arrangement. We feel that if this amount is raised now the income of succeeding years will be quite sufficient to cover the expenditures, unless some new and more expensive work is undertaken."

W. B. Burgoyne, St. Catharines *Standard,* agreed with Mr. Givens, and the report of the Executive Committee as to the necessity of raising $1,000 in order that the important work undertaken during the past year might be continued, but, said he, would like to see this amount raised by a fixed assessment on the membership. He said he was quite willing to pay his part whether the amount was to be raised voluntarily or by assessment, but he considered the latter method the fairest and surest means of securing the desired amount.

H. P. Moore, Acton *Free Press,* said he thought the Executive Committee and secretary would meet with great difficulty in collecting a fixed assessment from members who were not present at this meeting. In view of the great benefit they had received from the work done the past year he thought the members who were present at this meeting would be quite prepared to raise $1,000 before it adjourned.

F. H. Dobbin, Peterboro *Review,* said the idea of the Executive Committe was that a form containing a blank promise to accept the draft of the Canadian Press Association be submitted to the members, and they would fill in this form for the amount they were prepared to contribute. The secretary would then draw on them for the amount specified.

Hal. B. Donly, Simcoe *Reformer,* concluded the discussion as follows: "Your Executive Committee discussed this matter last night for nearly two hours. Some members favored the raising of $1,000 by a fixed assessment, but we were confronted by this fact. While probably all the daily newspapers represented in the membership would pay their share of the assessment, many members of the weekly section would not. The majority of the weekly section would undoubtedly desire to pay their quota towards the $1,000, but we did not think it would be right to officially lay upon all members—the weekly ones particularly—the onus of having to meet a fixed assessment in addition to their regular membership fees. The Executive Committee finally decided to recommend to this meeting that $1,000 be raised in this manner. Blanks on which members may specify the amount they are willing to contribute to this fund will be distributed to the meetings of the daily and weekly sections this afternoon, and at these sections the respective members can decide if they wish how they will raise their share of the desired amount. The actual raising of the money is not to be done at this session of the general association, but at the sessions of the daily and weekly sections, and the daily men as they please. I would move that these slips be handed over to the chairman of the daily section and the chairman of the weekly section for distribution to their respective members at the section meetings this afternoon." Mr. Donly's motion was seconded and carried.

President's Address

The retiring president then read the annual presidential address as follows:

Fellow Members of the Craft—

It must be a great pleasure to you, as I am sure it is to me, to meet together in this beautiful hotel, which, as it stands to-day, may be spoken of as a great monument to two of Canada's greatest men—one, the late Charles M. Hays, President of the Grand Trunk System, whose tragic death is still fresh in our memories; the other, Sir Wilfrid Laurier, who whatever may be our

political leanings, we all hope may long be spared to take a leading part in framing the destinies of our great country.

It is some twelve years since the annual meeting of the Canadian Press Association was held in Ottawa, and even in the brief glance you have been able to get of the city since your arrival, you must have been struck with the marvellous signs of change and expansion on every side. Canada is growing as no other country is growing, and the Capital is growing with it.

It is peculiarly fitting that the meeting should be held in Ottawa this year, when for the first time we are in sight of affiliation of the pressmen of all the provinces with the parent association.

The Canadian Press Association has now members in every Province in Canada. The Western Canada Press Association will probably be affiliated with our Association. It takes in the publishers from Port Arthur and Fort William to the Western Boundary of Saskatchewan. The Alberta and Eastern British Columbia Press Association considered affiliation at a meeting in Calgary last fall, but, while expressing their sympathy with the proposal decided to take no definite action until this year's meeting. The Maritime Press Association considered affiliation at their meeting in Moncton, N.B., last fall, and passed a resolution approving heartily of the proposal to affiliate, and instructed the executive committee to give the necessary notice of motion before the next annual meeting, and in the meantime to do everything in their power to insure the affiliation going through at that meeting.

The Canadian Press Association will soon be a fact as well as a name. It has been a long-drawn out process to attain the position which the Association now occupies. The result did not come by chance, but was the result of earnest, faithful work on the part of your executive of 1911 and previous years, who set a goal to their ambition and were not happy until they reached it.

If you will let your minds go back to the admirable address of the President of last year, John F. McKay, you will remember that he made a number of very practical suggestions, nearly all of which have been carried out. First, reference was made to the organization of a Dominion-wide body, which, as I have told you, is now in a fair way of being finally accomplished. Mr. McKay's next reference was to the Cost-Educational work. This has been continued and extended since the last meeting. Cost Conferences have been held in Regina, Moncton, Sherbrooke, Clinton, Simcoe, Bowmanville, Owen Sound, Walkerton, Windsor and Brockville. An average-cost price list of job work has been prepared and will be sent to every weekly and small daily newspaper publisher in Eastern Canada, and to the job printers in villages, towns and small cities. The Secretary and a committee of Class C. daily newspaper publishers have investigated thoroughly the cost of producing advertising space in such papers and a standard form of rate card and schedule of suggested rates for various circulations has been adopted at a meeting of representative publishers of such papers. The same course has been pursued by the Secretary and a committee of weekly newspaper publishers, and the result of their deliberations will be presented to the weekly section during this meeting. Quite a number of weeklies and small daily publishers have installed the C.P.A Cost System and there has been a marked improvement in conditions. The improvement will undoubtedly be even greater during the next few months, as a result of the publication of the average-cost price list before referred to.

Reference was also made by the President of last year to the neglect by publishers of the use of advertising the development of advertising. Since the last meeting the campaign to advertise advertising has been and is now being conducted through the dailies and a few weekly newspapers. It was a new departure, but seems a reasonable one, when you look into it, to advertise advertising. Newspaper space is a commodity to be sold just as much as job printing or dry goods, and while the results may be more difficult to trace directly, they should be just as sure. The experience of almost every publisher is that his advertising has increased in a marked degree since the campaign has inaugurated. The question of a general movement along this line among weekly papers, with advertising matter specially prepared for their use is among the subjects for discussion and I recommend it to your careful consideration.

Last fall an effort was made to have the duty on type-setting and type-casting machines and parts thereof and parts of printing presses, removed. Letters were sent to all the daily and weekly newspapers represented in our membership, suggesting that they write to the Ministers of Customs and Finance, respectively urging the removal of those duties. Scores of publishers took up the suggestion and the Ministers were deluged with letters which gave a demonstration of the universality of the sentiment in favor of the removal of these duties. Those of us who have had to instal costly machinery since that time, know by our contributions to the Customs that nothing came of our letters, nor is it likely any relief will be given until the Tariff Commission makes its report, though there is little doubt but that those duties will be among the first to be taken off. The credit for this is due to the Canadian Press Association.

The adjustment of the relations between publishers and the Post Office Department presents great difficulty owing to the different angles at which grievances are seen in different parts of the Dominion, and by different classes of publishers. There must be some ground on which we can all stand, and I hope to see a satisfactory result from the conference with the Postmaster General during the present session of the Convention.

All of you have received and appreciated the Free Publicity bulletins. The seven or eight that have been issued have undoubtedly stiffened the backbone of many publishers in so far as their attitude towards these requests is concerned. The good work may well be continued further.

Through the efforts of the Recognition Committee much has been done towards standardising and safeguarding our relations with advertising agencies. This matter will be referred to by the Chairman in his report, but I cannot let the opportunity pass without a word for the earnest and faithful work done by Mr Taylor, who deserves in a special manner the thanks of his fellow publishers for his efforts in their behalf.

The programme of the present meeting is by all odds the most comprehensive one that has ever been submitted to a convention of the Association. It is almost too much to expect that all the subjects will be thoroughly thrashed out in the short time at our disposal, but I am sure the topics presented and the discussions upon them will throw light on many of the problems that embarrass us from time to time.

The retiring president remarked to me on relinquishing office last June that that of the president would be a cinch hereafter, when a permanent secretary was appointed, and I can assure you his words were as true and prophetic as any of the other facts I have referred to. The appointment of a permanent secretary was long considered and its advantages were thoroughly recognized, but the only question was to find a man for the job. We landed on our feet in the selection of Mr. J. M. Imrie. He is a man of wonderful initiative, great executive ability and independent thought, has never spared himself, and has brought the Canadian Press Association to-day to a pitch of prosperity which the most enthusiastic of us never considered possible.

To the many members who this year attend the meeting for the first time, a most cordial welcome is extended. We hope they may be both pleased and profited, and realizing how much they have missed by remaining so long outside the fold, may attend all meetings hereafter, and help advance the interest of the craft in general.

As far as we have progressed this year, we have still only made a beginning. We leave it with the executive whom you will presently elect to carry on the work with the same zeal and energy that those of us who are retiring from the active management have given it in the past.

The president's address was referred to the Committee on Resolutions.

Report of the Recognition Committee

The report of the Recognition Committee was read by the chairman, W. J. Taylor, Woodstock *Sentinel-Review*. It was as follows:

Mr. President and Gentlemen:—

Since our last annual meeting, eight sessions of your Recognition Committee have been held, viz.: June 21st, July 17th, September 1st, and October 6th, 1911; and January 8th, February 22nd, April 4th, and May 23rd, 1912.

In addition to these eight meetings of the full Committee, five sub-committee meetings have been held: one meeting in Toronto for the purpose of investigating rumors in regard to an irregular transaction of an agency which had been accorded recognition by the Committee; one meeting in Ottawa with the representatives of the various advertising agencies for the purpose of arranging a standard form of rate card and arriving at an equitable basis of advertising rates for newspapers of various circulations up to and including a circulation of 6,000; one meeting in Montreal investigating a report that a certain national advertiser had purchased the controlling interest in one of the agencies that had been accorded recognition by your Committee; and two meetings held in Toronto for the purpose of arranging the advertising of advertising campaigns.

RECOGNITION OF ADVERTISING AGENCIES.

At the meeting held on June 21st the recognition formerly granted by the Daily and Weekly sections to the following twelve agencies was confirmed viz:—The Canadian Advertising Agency, The Desbarats Advertising Agency, the A. McKim Limited Agency, and the Financial Advertising Co., all of Montreal; the McConnell Fergusson Agency, of London; the I. G. Stewart (Imperial Publishing Co.) Agency, of Halifax; the McPherson McCurdy Co., Limited, Agency, of Winnipeg; and the Central Press Agency, Limited, the Gagnier Advertising Agency, the J. J. Gibbons, Limited, Agency, the Woods-Norris Company, Limited, Agency, and the Press Agency, Limited, all of Toronto.

At the meeting held on July 17th, recognition was granted to the F. Albany Rowlatt Agency and the Dominion Advertising Agency, both of Toronto. Since that date recognition has been granted to the following six agencies: The Baker Advertising Agency, the J. S. Robertson Company Agency and the J. Walter Thompson Company, Limited, Agency, all of Toronto; the Gattanach Advertising Agency, of Winnipeg; and the Noble Advertising Agency and the Reynolds and Fraser Agencies, both of Vancouver. In addition to these, applications from I. G. Claxton, H. W. McCurdy and the Northern Advertising Company were considered but your Committee did not feel justified in according recognition.

CAMPAIGN TO ADVERTISE ADVERTISING.

The launching of the campaign to advertise advertising was decided at the meeting held on October 1st. The subject, you will remember, was previously discussed at the annual meeting held in June a year ago. At this meeting it was decided to conduct an "advertising Advertising" campaign through the Recognition Committee. A joint meeting of this Committee and the Canadian Association of Advertising Agencies was held during October last when a plan of co-operation was decided upon. A sub-committee, consisting of J. E. McKay, of the Toronto Globe; Wm. Findlay, of the Ottawa Free Press; and John M. Imrie, Secretary of the Canadian Press Association, was appointed to work out the details and to secure the co-operation of the daily newspaper publishers throughout Canada.

The Advertising Advertising Committee, as this sub-committee is called, decided to ask each daily newspaper publisher in Canada to give 20,000 lines of space in his newspaper as his contribution to this campaign, to place the advertisement at the top of column and alongside reading matter, and to run them according to a schedule of insertions arranged to cover the respective localities most effectively. Ninety-three of the hundred and thirty one distinct daily newspapers published in Canada signed agreements along this line, thus placing an aggregate of 1,860,000

lines of daily newspaper space at the disposal of the Committee, which space is being used by a series of forty-five, 450-line advertisements which have been running twice a week in the co-operating newspapers. These advertisements started to appear on March 11th last and will be followed by other advertisements dealing with hot weather advertising and demonstrating clearly the potency of advertising in the summer months as in all other seasons of the year. The original plan for the preparation of copy for this campaign called for the employment of one man the best writer that could be secured in Canada; but the progressive spirit of the Toronto Ad. Club membership prompted the executive committee of this organization, of 250 advertising men, to request that the preparation of the copy, subject to the supervision of the Advertising Advertising Committee of Canadian Press Association and the Canadian Association of Advertising Agencies. This request, needless to say, was granted and the copy for the whole campaign was prepared by the Advertising Advertising Committee of the Toronto Ad. Club, of which the worthy secretary of the Canadian Press Association is chairman. It is needless to say that the preparation of the copy for this campaign has been no small task. The Committee of the Toronto Ad. Club along with Mr. Imrie has held some twenty meetings, mostly in the evening and generally lasting until about midnight. It is generally conceded that the campaign is one of the most important works ever undertaken by the Association. The whole idea and the advertisements themselves have been most favorably commented on by the leading trade journals of the United States and your Committee believes that a great deal of advertising has come to the Canadian newspapers as a result of this campaign. It has shown the general advertisers and the advertising agencies of Canada that the newspapers of Canada are not merely accepting their advertising contracts and publishing their advertisements but are conducting a systematic advertising campaign for the purpose of educating newspaper readers to read the advertisements of their clients. Your Committee also wishes to point out that this campaign is the first of its kind ever conducted in any country, that it has aroused the interest of the daily newspaper publishers throughout the United States, that the Daily Newspaper Club of the United States has requested permission to publish the entire series of advertisements in sixty-five of the leading daily newspapers in the United States represented in that organization, that the American Newspaper Publishers Association, composed of over 300 of the leading daily newspaper publishers in the United States, discussed our campaign at their last annual meeting and appointed a committee to consider whether a similar campaign should not be launched in the United States.

STANDARD CONTRACT FORMS.

Your Committee having realized the difficulties and annoyances caused by the various forms of contracts used by the respective advertising agencies have undertaken the task of arranging for a standard contract form to be used by all Canadian Advertising agencies and in this undertaking is meeting with fair success. The Canadian Association of Advertising Agencies have signified their willingness to co-operate with your Committee along this line and have asked your Committee to prepare a draft form of contract and submit it to their association to submit to them.

BASIS OF RECOGNITION.

The following basis of recognition was agreed upon at a joint meeting of the Recognition Committee and the Canadian Association of Advertising Agencies held in Toronto on October 6th, 1911.

1. Any person or firm desiring recognition as an Advertising Agent shall make application to the Secretary on the form prescribed by the Committee at least five weeks before a meeting of the Recognition Committee, and no application shall be received after such time.

2. Four weeks before any meeting of the Recognition Committee the Secretary shall notify the Secretary of the Canadian Association of Advertising Agencies of all applications received including qualifications other than financial statement and amounts of appropriations.

3. The Association of Canadian Advertising Agencies shall be at liberty to file or state objections if any, to the granting of any applications up to the day of the meeting of the Committee and its representatives may be heard if they so desire. The final decision, however, shall rest with the Recognition Committee of the publishers.

4. "Advertising Agency" shall mean a person, firm or company who or which is not a salaried employee of any advertiser, and who or which has an office or offices properly equipped for carrying on as his or their principal business a General Advertising Business and who or which is, by experience and the possession of sufficient financial resources to pay his bills, qualified to carry on the business of an Advertising Agency, and who or which has at least three bona fide general advertisers as clients (One of which must be NEW and each of whose appropriations must exceed $1,000) whose advertising is to be placed in newspapers in three or more Canadian towns or cities.

5. Recognition by the Recognition Committee of the Canadian Press Association shall apply only in the case of Canadian Advertising Agents.

6. The Recognition Committee reserves the right to decline recognition of any applicant, also to cancel the recognition of any advertising agency when in the opinion of the committee such agency does not fulfill the requirements of an advertising agency.

INVESTIGATION OF IRREGULARITIES.

Previously in this report it was mentioned that your Committee had occasion to investigate reports of irregularities in connection with the action of certain advertising agencies that had been accorded recognition by your Committee. It is only a month or two ago that contracts were sent out by one of the recognized agencies demanding concessions not in accord with either the spirit or the letter of the agreement in existence between the publishers and the advertising agencies. Your Committee took prompt action in advising publishers to decline the acceptance of the contracts referred to. It was also brought to your Committee's attention that a report had been circulated that a client or general advertiser had purchased the controlling interest in the advertising agency referred to. Your Committee was promptly called together and it was decided to send the Chairman of the Committee and the Secretary of C.P.A. to Montreal to investigate this report. As a result of this prompt action the agency agreed to the elimination of the objectionable clauses in the contract and gave your Committee absolute and unmistakable proof that there was no truth in the statement to the effect that a general advertiser had any interest in their agency whatsoever. This prompt action on the part of your Committee has done considerable in the matter of giving the daily newspapers not represented in our Association confidence in your Recognition Committee.

PROPOSED NEW AGREEMENT.

Your Committee believes that the old agreement made in 1908 between the Daily Newspaper Section of the C.P.A. and the Canadian Advertising Agencies Association has fulfilled a splendid mission but that the time has come when a new and simpler agreement should be arranged. This new agreement will be considered at the respective meetings of the Daily and Weekly sections of this Association.

The campaign for signatures to the card agreement to allow commission only to such Canadian advertising agencies as have been recognized by the Recognition Committee is meeting with a splendid response. So far 62 Daily newspapers have signed the agreement; (39 Dailies in Ontario and 22 Dailies elsewhere in Canada); 170 Weeklies (150 in Ontario and 20 elsewhere in Canada); and in addition, 17 trade and class publications, making 249 signatures all told.

While much has been done by the Recognition Committee during the past year, there is plenty of work for the future. Your Committee believes that sooner or later the Association should consider the advisability of establishing a credit and collection department, with which members might file claims for accounts against direct advertisers and advertising agencies where such a procedure would be necessary and through which these accounts could be collected. Such a department would give your Committee inside information as to the financial standing of both direct advertisers and advertising agencies for it would show at a glance their indebtedness to publishers and whether they were behind in the payment of their accounts. This is a very successful feature of the American Newspaper Publishers' Association work and is, we are told, now on a paying basis. It is needless to add of course, that to establish such a department was no small task and that it would require both time and money to accomplish it as it is in the United States. Your Committee would suggest also that the name of the Recognition Committee be changed to "The Advertising Committee" as the latter name is more appropriate and broader in its scope.

Your Committee would urge upon the members of this Association who have not yet signed the card agreement to allow commissions to recognized agencies only, to sign it before they leave this meeting. The Secretary has a supply of cards on hand for this purpose. The Committee would also urge upon members the necessity of living up to the agreement after signing it. This recommendation may seem strange but it is a fact nevertheless, that in a few cases publishers have been known to sign the agreement and then not live up to it. In this connection I might further add that the confidential reports which are sent out from the Secretary of the C.P.A. should be considered as confidential. Your Committee was very much grieved to find on their arrival in Montreal, some weeks ago, that the very agency which the Committee went to investigate had received from some publisher a copy of the confidential circular sent out in connection with the matter.

Every publisher, by this time, should know that the argument, used by certain irresponsible agencies, that cannot get recognition that the publisher addressed is the only publisher refusing to allow commissions, should not be taken seriously. In many cases where publishers have written to the Secretary of the C.P.A. reporting such statements and in some cases have been very wrathy at the apparent breach of faith of other publishers the Secretary has had in his possession exactly similar letters sent by the same agency in connection with the same account to many other members. In each of these instances the publisher addressed is "the only one." Now and again, he is only "the second one" in all Canada who has refused commissions. Such advertising agencies have apparently not yet got on to the fact that the publishers have a central office for the interchange of experiences.

This represents, Mr. President and Gentlemen, in a condensed form the work of your Recognition Committee during the past year.

The report of the Recognition Committee was referred to the Committee on Resolutions.

The Duty on Type Setting Machines and Presses

An animated discussion on a question of policy regarding the duty on typesetting and typecasting machines and parts thereof, and parts of newspaper presses was opened by W. B. Burgoyne, St. Catharines *Standard*, who said: "I presume the time for waiting on the Premier and Ministers of Finance and Customs in connection with the duty on typesetting and typecasting machines and parts thereof and parts of newspaper presses has almost arrived. I think it is very bad form for the Canadian Press Association to send a deputation to the Premier and

these Ministers to ask for the adoption of a policy that will continue to have all our presses and typesetting machines made in the United States. I think we would set a much better example, if when we see the Premier and the Ministers of Finance and Customs, we point out that owing to the present policy all our presses, that is, all our large presses such as are used in the production of a newspaper, and our typesetting and typecasting machines, are now made outside of Canada, and urge such amendments to the tariff as would result in all presses and other typesetting and typecasting machines used in our offices bearing a card "Made in Canada." That is the principle I believe in, and although I may be compelled to buy presses and typesetting machines in the United States, I would rather pay a larger sum and have them made in Canada. I do not believe in asking the Premier and the Ministers of Finance and Customs to establish a custom that, although it may be in the interest of our own pockets, is not in the interests of the country."

Hal. B. Donly, Simcoe *Reformer*, asked whether the Canadian Press Association had at any time taken action that would warrant sending a deputation to the Government to ask for the removal of these duties. "Is that the unanimous wish of the association?" said he, "or am I the only man in the room who would not ask for the removal of these duties?"

E. Norman Smith, Ottawa *Free Press*, said he thought the sending of a delegation to the Government at this time asking for the removal of these duties would place the Canadian Press Association and the newspapers of Canada in a false light. He said he would oppose the sending of such a deputation, although not on the ground laid down by Mr. Burgoyne. He expressed the hope that he would see the day when all our duties would be considerably lower. "But," said he, "how this association, made up of probably 50 per cent. of 'out-and-out' protectionists and Tories, like our friend Burgoyne, can go to this protectionist Government and ask for favoritism for special treatment, beats me. I, for one, as a low tariff man, am quite prepared to pay the full duty on presses and linotypes as other people in this country are compelled to pay duties on the articles they use."

W. R. Givens, Kingston *Standard*, pointed out that the question is not one of protection, because there is no Canadian industry to protect in this matter, nor would the removal of these duties injure any Canadian working man or any Canadian establishment. Mr. Givens sought to bring the matter to a head by moving that the Canadian Press Association declare itself in favor of the removal of these duties, and appoint a deputation to wait upon the Premier and the Minitsers of Customs and Finance, and urge their removal.

E. Norman Smith said: "If it is not protection, we have a tariff for revenue. Why should not the newspapers pay their share?"

W. J. Taylor seconded Mr. Givens' motion, and said he did not consider a duty of 20 per cent. a tariff for revenue purposes only, but one away beyond what the Government requires for such purposes.

W. B. Burgoyne pointed out that Canada is a growing country; this is Canada's century, and we expect that Canada's population will rapidly increase. Cities are growing bigger, the press is becoming better established, and we must have better machinery of all kinds in the printing offices of Canada. Today all machinery of this class is made in the United States. He said the Canadian Press Association should uphold the Government in making such a tariff as will insure the manufacture of such machinery in Canada. If 20 per cent. is not sufficient, Mr. Burgoyne would make it 30 per cent., if 30 per cent. will not do, he would make it 40 per cent., and make the Scotts and Mergenthalers come to Canada and manufacture their goods here, as we have compelled the International Harvester Co. and other manufacturers of agricultural machinery to manufacture in Canada."

W. M. O'Beirne, Stratford *Beacon*, pointed out that newspaper presses worth $1,500 or more enter Canada free under the present tariff. He said he had little sympathy with the movement of the linotype monopoly to have the duty on linotypes removed, now that they have gobbled up the company that used to manufacture typesetting machines in Montreal.

Thos. W. Whalley, Dundas *Star*, said he thought it would be most inconsistent for members who supported the present Government in its tariff policy in the last election to favor the making of the proposed request.

W. S. Dingman, Stratford *Herald*, said: "In making the proposed request we will be quite in harmony with the tariff policy of the present Government, which is a proper consideration for our manufacturing interests. I think the business of newspaper publishing and printing ought to be regarded as an industry, and one in which an immense amount of money is invested. It is really an industry of great magnitude. So I think we are quite warranted in asking consideration in either the removal or very considerable reduction of the tariff on typesetting machines and parts of newspaper presses. I think it would be too many years to wait for our manufacturing to take place in Canada. It would be time enough to establish a policy of protection when the manufacturing *is* taking place."

Col. J. B. MacLean, MacLean Publishing Co., Toronto, moved an amendment to the original motion that the Government be requested to remove the duty "until such time as these machines are manufactured in Canada." D. O. McKinnon, *Canadian Manufacturer*, Toronto, seconded this amendment.

E. Norman Smith said: "Under the reciprocity agreement, which was defeated by the people of Canada at the last election, linotypes were to come in free, about the only manufactured article affected. Now Mr. Dingman is asking that newspapers should be excepted from the result of the verdict of the people of Canada last year."

W. J. Taylor said: "A few years ago the Government placed a duty of 10 per cent. on typesetting machines. This was a revenue tariff. Afterwards, a Canadian company started, and, at their request, the duty was raised as a matter of protection to 20 per cent. That Company has now passed out of existence. The machines are no longer made in Canada, and there is no prospect, so far as we know, for some time at any rate, of their being manufactured here. Therefore, it is quite logical and consistent for Liberals or Conservatives to go to the present Government and

ask that the tariff on typesetting machines should at least be reduced to a revenue basis."

The question was then put to a vote of the convention. The amendment was lost, and the original motion was carried. The members of the deputation appointed by the chairman to wait upon the Government in this matter were:—W. R. Givens, Kingston *Standard* (chairman); W. J. Taylor, Woodstock *Sentinel-Review;* F. H. Dobbin, Peterboro *Review;* Col. J. B. MacLean, MacLean Publishing Co., Toronto; Frank Adams, London *Advertiser;* C. J. Bowell, Belleville *Intelligencer;* J. A. McKay, Windsor *Record;* L. H. Dingman, St. Thomas *Times;* W. M. O'Beirne, Stratford *Beacon;* J. I. McIntosh, Guelph *Mercury;* J. M. Eastwood, Hamilton *Times.*

Appointment of Committees

Other committees were appointed by the chairman as follows:

Committee on Resolutions—A. T. Wilgress, Brockville *Times* (chairman); J. G. Elliott, Kingston *Whig;* W. E. Smallfield, Renfrew *Mercury.*

Committee on Postal Matters—To receive suggestions from the members and interview the post office officials regarding desired amendments to the postal regulations—W. J. Taylor, Woodstock *Sentinel-Review* (chairman); F. H. Dobbin, Peterboro *Review;* Wm. Findlay, Ottawa *Free Press;* W. B. Burgoyne, St. Catharines *Standard;* A. R. Coffin, Truro *News;* C. F. Stone, Perth *Expositor;* C. J. Bowell, Belleville *Intelligencer.*

Nomination and Election of Officers

The officers of the association for the ensuing year, with the exception of the five members of the Executive Committee, who are elected, were chosen by acclamation. They are as follows:

Past President—C. W. Young Cornwall *Freeholder.*

President—John R. Bone, Toronto *Star.*

First Vice-President—Hal. B. Donly, Simcoe *Reformer.*

Second Vice-President—W. M. O'Beirne, Stratford *Beacon.*

Permanent Secretary (appointed by the Executive Committee)—John M. Imrie, *Printer and Publisher,* Toronto.

Treasurer—J. H. Cranston, Toronto *Star.*

Nominations for the Executive Committee were as follows:—W. J. Taylor, Woodstock *Sentinel-Review;* J. H. Rutherford, Owen Sound *Times;* F. H. Dobbin, Peterboro *Review;* A. T. Wilgress, Brockville *Times;* L. G. Jackson, Newmarket *Era;* L. H. Dingman, St. Thomas *Times;* J. F. MacKay, Toronto *Globe;* J. A. McKay, Windsor *Record;* W. E. Smallfield, Renfrew *Mercury;* Wm. Findlay, Ottawa *Free Press;* J. G. Elliott, Kingston *Whig;* V. E. Morril, Sherbrooke *Record;* H. T. Blackstone, Orillia *Times;* John M. Eastwood, Hamilton *Times;* W. A. Fry, Dunnville *Chronicle;* W. R. Givens, Kingston *Standard.*

The convention then adjourned for luncheon and a visit to the paper mills of E. B. Eddy Co., Limited.

Our Relations with the Advertising Agencies

A special session of the general association was held at four o'clock on Thursday afternoon to consider the relations between members and the advertising agencies. These relations were considered under six headings, as follows:

(a) A standard contract.

(b) Do all publishers short-rate advertisers and advertising agencies which do not complete their contracts?

(c) How do publishers treat "requests" for special positions when the ordinary position rate only is paid?

(d) Why have not more members signed the card agreement re commissions to advertising agencies?

(e) Should the advertising agency commission be abolished in favor of a uniform rate to advertisers and advertising agencies?

(f) How should publishers treat the bulletins of the association?

The discussion was opened by the chairman of the Recognition Committee, W. J. Taylor. He said:

I think I am justified in saying that the relations between the publishers and the advertising agencies are becoming more amicable as time goes on. We all know that it was only a few years ago when practically every publisher thought the advertising agent was a shark trying to beat him at every turn and the advertising agent believed that the newspaper publisher had no system of selling his advertising. As a result of the work done by the Recognition Committee, we have got closer together. Newspapers that have convinced the advertising agents that they are doing business on a business basis and have but one fair rate, are getting business from the advertising agents, at their full card rates and without any trouble. Correspondence has been reduced to a minimum in accepting contracts. You know this as well as I do, because we are all doing business with them.

During the past year, your Committee has been endeavoring to induce the advertising agents to use what is known as a standard contract. Contracts coming in from some of the agents have so many conditions that they cause great confusion and annoyance. Some of these conditions are on the back of the contract and in some cases they are most obnoxious, such as giving the advertiser the privilege of renewing the contract indefinitely. After much trouble, we have succeeded in getting the advertising agents to say they will consider the use of a standard contract form. They have not accepted it, but they have agreed to consider it, and your Committee believe that in the course of the coming year they will arrange with the recognized agents to use what is known as a standard contract. This, as you know, will greatly simplify matters. For instance: position 1 will then always mean the same thing; it will not mean one position with one advertising agent and another position with another. I have here the contract form which we hope the advertising people will accept. It is open to your discussion and acceptance here.

Do all publishers short-rate advertisers and advertising agencies which do not complete their contracts? From my experience I must admit that the short rate is not carried as far as it is possible to carry it. Some publishers do and some do not, but I will say frankly that the publisher who does short rate his clients, both direct advertisers and agencies, is held in higher respect than those who neglect to do so. The publisher who stands absolutely by his rate card is held in higher respect and better appreciated by the advertising agents than the one who does not.

How do publishers treat "requests" for special positions when the ordinary position rate is paid?—It is advisable, where contracts come in asking for precise positions, as a matter of request, that the publisher will strike the request out of the acceptance and cover that action by a letter saying that "request" on a contract means absolutely nothing and that the contract is just as well and better off without it. That will save trouble for the publisher. Some advertising agencies, in a few isolated cases, have tried to misconstrue the meaning of the word "request" into "demand" and your Committee would suggest that the publishers, one and all, give the agents to understand that a request for a position will not be granted.

Why have not more members signed the card agreement to a commission to advertising agencies? Perhaps some of the gentlemen who are here who have neglected to sign that agreement, will tell us why.

Should the advertising agency commission be abolished in favor of a uniform rate to advertisers and advertising agencies? Of course we all admit that that would be the ideal condition of affairs, but I do not know of any country where it is being done, and I am afraid the time is very far distant when publishers will find it advisable to do so. The advertising agent is not so particular as to what he pays to any newspaper while the rate is in reason, as he is that when he quotes any paper to an advertiser he is absolutely certain that no other agency is going to undercuote him. This will, perhaps, verify what I have already said, that the paper which will stand by its rate card, and grant no concessions to one agency that it will not grant to another, will get its business without trouble and get its full card rates.

How should publishers treat the bulletins of the Association? As I explained this morning the bulletins are confidential and should be so considered. In too many instances have these bulletins been sent by some publisher or publishers to the clients referred to in them. Personally, I consider it a most indefensible and unbusinesslike action. The work of this Association and the Recognition Committee is done for the general good of the publishers and it is beyond me to understand the character of a

publisher who in the face of these facts and that knowledge will forward the bulletin to the parties referred to in them. Take the last case which happened only a few weeks ago, where it was reported that a certain advertising agency had sold the controlling interest to a general advertiser. That circular was forwarded to both the client and the advertising agency. There was no occasion for it. We had nothing to hide but we did not want this information sent in advance of the Committee, because if they knew your Committee suspected that such a transaction had taken place they could easily hide it on their books. The sending of bulletins in this way is very bad business and seriously interferes with the work which your Committee has in charge.

The whole question of our relations with the advertising agencies is now open for discussion and as Chairman of the Recognition Committee, I will endeavor to answer any questions.

In reply to a question whether the recognized advertising agencies would make a below-rate-card offer to a publisher who had signed to card agreement re commissions, Mr. Taylor said: "I am inclined to think they will until such time as the publisher demonstrates to them that he will not cut his rates. The difficulty in the past has been that too many newspapers have been poor losers and afraid to turn down contracts. If we had more courage and returned all contracts that were not made out properly, they would have to come back to us eventually."

A member asked, "What about American agencies?" Mr. Taylor explained that the card agreement referred to Canadian advertising agencies only. The longer form of agreement signed by a number of daily and weekly newspapers covered Canadian business placed by American agencies also. Mr. Taylor said a pretty safe rule to follow in connection with American advertising agencies is to decline to do business with such as are not recognized by the American Newspaper Publishers' Association. The chairman remarked that a list of these agencies was published in *Printer and Publisher* a few months ago, and suggested that members who are in doubt about any American agency write to the secretary, who is in close touch with the officers of the A. N. P. A.

V. E. Morrill objected to the words "of 25 per cent." in condition 2 of the proposed standard contract. He pointed out that many members allow the agencies 15 per cent. only. It was decided to omit these words.

Hal. B. Donly asked whether the Recognition Committee had secured from the advertising agents any promise or agreement to stop asking for what is commonly called "request position." Mr. Taylor said this point had not been taken up with the agencies during the past year. Mr. Donly maintained that if position is worth anything, and a publisher is going to charge one client for it, it is unfair to give it to another client without extra charge. Speaking of the rule in force in his own office on this matter he said: "My instructions to my foreman are that an advertiser who merely 'requests' position does not get it, because he does not pay for it. That should be the position of this association in any negotiations on this matter." He urged concerted action looking to the refusal of all 'requests' for special position, pointing out that some advertising agencies in making these requests give the same excuse as they do when making requests for free reading notices, viz.: their clients have asked them to do so.

J. J. Hunter, Kincardine *Reporter*, asked what was considered a fair extra charge for special positions. Mr. Taylor said the advertising agencies had agreed to a schedule of charges for special positions, and this schedule was embodied in the proposed standard forms of rate cards for daily and weekly newspapers respectively that would be considered at the section meetings. Mr. Hunter asked what would be the effect on advertising if newspapers abolished the agency commission. "Personally," said he, "I think the advertising agency does not amount to a row of



MEMBERS PRESENT AT THE FIFTY-FOURTH ANNUAL CONVENTIO

shucks to the average weekly publishers. In my own case it would not hurt my feelings to abolish the agency commission. I refuse all 'requests' for position, and send back contracts that are not in accordance with my rate card, and I notice since I have turned them down I am not getting the business. But I am getting it elsewhere and getting it at the price, and I think you should all do the same."

Mr. Taylor said he once held the view expressed by Mr. Hunter. When he was the publisher of a weekly newspaper he thought the advertising agent was a "shark," useless to him, and a demoralizer of business. Therefore, he was opposed to paying him a commission—but he has since changed his mind. "If you consider your space worth a certain amount net from advertising agents," said Mr. Taylor, "raise your rates to as much above that amount as will enable you to pay them a commission. I believe more than four-fifths of the general advertising now running in Canadian newspapers would not appear in them were it not for the existence of the Canadian advertising agencies."

J. J. Hunter said Mr. Taylor's closing statement was possibly correct in so far as daily newspapers are concerned, but it could not be applied to weekly newspapers.

E. Roy Sayles, Port Elgin *Times,* corroborated Mr. Hunter's statement, and said he was carrying less than 25 inches of agency business, although he has a sworn circulation of 1,500, and his rate is only 8 cents.

W. J. Taylor pointed out that the advertising agencies spend a good portion of their commissions in the creation of new business, and the newspapers get the benefit of that business.

J. J. Hunter said he had gone after a certain contract direct, but received it through an agency at a rate of one cent an inch below his card rate. He returned the contract and said, "This is my business —I got it." However, he finally accepted it through the agency at his card rate, less commission. He gave this illustration as evidence that weekly newspapers could get general business by going to the general advertiser direct.

W. R. Givens asked Mr. Hunter whether he secured this contract before the advertising appeared in any other newspapers. Mr. Hunter said the Toronto and other large dailies were carrying it before he secured it. Mr. Givens then asked: "Would it have been given to any newspapers at all but for the development work done by the advertising agencies? Are you willing to take advantage of the work done by the advertising agencies and refuse to pay them for it?" Mr. Hunter said he was willing to pay for service given to him, but he did not believe in paying commission on business he secured through his own efforts.

Wm. Findlay, Ottawa *Free Press,* said he thought Mr. Hunter was making too much of this one case in which an agency had offered him less money than he was asking the advertiser direct. If the agency had secured that rate on other business or knew that other agencies were buying space in Mr. Hunter's newspaper at that rate it was quite justified in making out the contract in question at that rate. He sought to emphasize the necessity of uniform treatment of all agencies in the matter of rates.

W. A. Fry, Dunnville *Chronicle,* said the weekly newspaper should take into their own hands the matter of getting their share of general advertising. He said he had practically developed the general advertising of the Monarch Knitting Co., yet the agency which was given charge of the initial $5,000 campaign spent all the money in daily newspapers, even



FOR THE PHOTOGRAPHER IN FRONT OF THE CHATEAU LAURIER

overlooking his newspaper, although he had been instrumental in developing the account. Mr. Fry said to the president of this company recently: "You spend all your money with the dailies. I venture to say that my newspaper alone, with 2,000 circulation, reached more people in Haldimand County than all the dailies you are using, yet it is only one of seven weeklies in the county."

Class Press Section Organized

D. O. McKinnon, *Canadian Manufacturer,* Toronto, said: "We now have two sections in the association—a Daily Section and a Weekly Section. It has been shown here to-day that there is some divergence of interest between these two sections. There is an equally great divergence between the Class Press and the Daily Section, or the Class Press and the Weekly Section. There is not much of direct interest to us in the discussions at the Weekly Section meetings: their province is so different to ours. This statement applies to the meetings of the Daily Sections also. We have many problems that cannot be taken up in the general meeting of the association. There are about 80 or 90 members of the Class Press in the association—between one-fifth and one-sixth of the total membership—and if a separate section devoted to the Class Press were organized I am sure the membership of the association would be very materially increased. That would increase the revenue also. Therefore, I would move this resolution: 'That steps be taken towards the formation of a Class Press section to serve the interests of the Class Press of Canada, similar to the Weekly Section and the Daily Section.'"

F. M. Chapman, *Farmer's Magazine,* Toronto, seconded Mr. McKinnon's motion, and it was carried on a vote of the convention.

The convention now adjourned until 4 p.m. Friday, to permit of the meetings of the Daily and Weekly Sections.

Sessions of the Daily Section

A meeting of the Daily Section was convened on Thursday afternoon at four o'clock in the private dining room, with W. R. Givens, Kingston *Standard,* in the chair.

Don. C. Seitz, New York *World,* addressed the meeting informally on the labor situation, explaining at some length the various phases through which the question had passed during recent years. He pointed out that as ninety per cent. of the labor in Canada was affiliated with United States labor organizations, Canadian employers were equally interested in the outcome of the struggle in the United States. During the first five years of the international agreement between newspapers and the unions, things had run along smoothly, but the second five years witnessed the development of several disagreeable features. Mr. Seitz detailed these, showing how the publishers in signing the first agreement had created a great giant, that would strangle them unless they sought relief. His advice was to deal exclusively with the local unions, cutting out international law, and then to make the unions earn the scale.

A general discussion followed in which Mr. Seitz was asked several questions and then a vote of thanks was moved by E. Norman Smith, Ottawa *Free Press,* seconded by J. G. Elliott, Kingston *Whig,* and carried.

Paul von Sleliski, insurance expert, Toronto, next delivered his paper on "How the Printer can reduce his Insurance Costs." This address is covered in the report of a similar address to the weekly section.

A second meeting of the Daily Section was held on Friday morning at 10.30, at which the first item of business was the election of officers for the ensuing year. This resulted as follows, the election being unanimous in every case:—

President:—W. R. Givens, Kingston *Standard.*

Vice-President:—F. W. Sutherland, St. Thomas *Journal.*

Executive:—C. J. Bowell, Belleville *Intelligencer;* L. F. Dingman, St. Thomas *Times;* J. G Elliott, Kingston *Whig;* Wm. Findlay, Ottawa *Free Press;* A. T. Wilgress, Brockville *Times.*

Representatives on Recognition Committee:—W. J. Taylor, Woodstock *Sentinel-Review;* Wm. Findlay, Ottawa *Free Press;* George E. Scroggie, Toronto *Mail and Empire.*

A discussion followed regarding the method of raising the thousand dollars required for carrying on the work of the Association for the balance of the year. Some members favored voluntary contributions from those present at the meeting, but others stood out for an assessment of all the members of the Association, as being a fairer means of settling the difficulty.

It was finally moved by Wm. Findlay that in order to raise the thousand dollars, newspaper members of Classes A and B be assessed $15 each and Class C a minimum of $10.

J. G. Elliott, Kingston *Whig,* suggested that the Executive prepare and send out a nicely worded circular, explaining the situation, and asking the members to contribute on the basis suggested. This idea was incorporated in the motion, which was carried, following which all the members present signed promises to honor drafts for the required amounts when presented.

Standard Form of Rate Card

W. J. Taylor, Woodstock *Sentinel-Review,* opened the discussion of the standard form of rate card, published on Page 65 of June number of *Printer and Publisher,* samples of which were distribuied. He explained that the larger advertising agencies had all agreed to the card as prepared.

C. J. Bowell, Belleville *Intelligencer,* objected to the words "alongside reading matter," saying that he was not prepared to make any such concession.

In reply, Mr. Taylor pointed out that the rates had been increased very considerably all along the line, and that at the present time they should not demand more than the traffic could bear.

Wm. Findlay, Ottawa *Free Press,* said that the *Free Press* had abolished "alongside reading matter" altogether. He thought it would be better to put in "run of paper."

F. H. Dobbin, Peterboro' *Review,* declared that a great deal of time had been put on the card by the committee. He was of the opinion that it could not be improved upon.

Mr. Taylor then moved that the standard rate card be accepted, explaining that that meant simply

the acceptation of the general conditions and recommendations it contained, not necessarily the exact letter.

Mr. Findlay thereupon moved, seconded by Mr. Bowell, that the words "alongside reading matter" be changed to "run of paper." This amendment was carried.

At this point a question was raised regarding the charge of three cents for composition, which several members thought was absurdly low. In reply, Mr. Taylor stated that none of the large dailies made any charge for this work but that three cents was put in merely as a nominal charge to force advertisers as far as possible to use plate. It would further help small advertisers to experiment who might be deterred from advertising at all, were the charge greater.

Cost of Production

Question 3, regarding the determination of the cost of publishing advertising, next came up for discussion. Mr. Taylor, in opening the discussion, said that he had made a careful estimate of what his advertising cost him in the *Sentinel-Review* in 1909 and he found that it cost 10 cents per inch. Any advertising that he published under that price was at a loss.

Mr. Findlay said that he had also studied the cost of advertising on the *Free Press* and he was surprised at the way the cost jumped up and down. In the best years, the cost was often far greater than in apparently poor years. He thought that a standard system of determining costs should be devised by the advertising committee.

Mr. Dobbin related an incident to show how little attention publishers paid to the cost of composition of ads. An advertiser in Peterboro' came to him and said that he wanted to enlarge his space and change his copy daily and asked for a price for the service. Mr. Dobbin replied that he would have to determine it by actual experiment. He carried the advertising for two weeks and then went to the advertiser and made him a proposition. If the advertiser would pay the wages of a man to set and distribute his advertising, he, as publisher, would furnish the materials and space in which to work. As a matter of fact it would take the whole time of one compositor to handle the service. The advertiser asked how much it would cost. When he was informed that it would cost him fifteen dollars a week he was astounded.

The question of a summer session was settled by accepting the invitation of the newspapermen of Port Arthur and Fort William to be present at the meeting of the Western Canada Press Association in the Twin Cities on August 1, 2 and 3.

The proposed new agreement between daily newspapers and recognized advertising agencies was then considered. The draft of this agreement is as follows:

1. The publisher agrees to allow no commission, discount, or rebate of any kind, from his published rate card, to any person, firm, or corporation in Canada, except advertising agencies recognized by the Recognition Committee of the Canadian Press Association who have signed this agreement and except:

(a) The following list of direct advertisers (follow with list).

(b) That each publisher may maintain one special representative (and no more) in each city of 300,000 population, or over, who may be paid salary or commission as desired. But two or more publishers in any city shall not maintain the same special representative. No special representative shall be the employee of, or have any connection financial or otherwise, with any recognized advertising agency. Notification of appointments of special representatives shall be made by publishers to the secretary of the Canadian Press Association, and to the secretary of the Canadian Association of Advertising Agencies. But no such appointment shall be made of any special representative after he has applied for recognition as an advertising agent. A special representative shall handle no advertising other than for the newspapers of which he is duly appointed representative, and he shall not quote below the card rates of such newspapers.

2. No advertising agency shall be allowed commission on advertising originating in Canada, or paid for in Canada which will include advertising of foreign concerns incorporated under the provincial and federal laws of Canada, until they sign this agreement.

3. The publisher agrees to give no preferential treatment to any advertiser or advertising agency in regard to commissions, discounts, rebates, position, or conditions of contract; and under all conditions whatsoever, to short rate any advertiser or advertising agency which shall not complete its contract, collecting for the actual space used according to his rate card.

4. The publisher agrees to send to advertising agencies, by registered mail, notification of any change in rates or terms at least three months in advance of same coming into effect.

5. The advertising agency agrees to quote each paper separately to advertisers and at the rates and on the conditions given in the publishers' rate card.

6. The advertising agency agrees to allow no commissions, discount, or rebate from the publishers' rate card to any advertiser.

7. And to pay the publisher at his card rates, less uniform agency commission and each cash discount (where the latter prevails).

8. The above shall apply to "general" advertising only. Under this agreement "general" advertising means advertising being placed in three or more cities at the same time. No commission, rebate or discount shall be paid on "local" commercial advertising. Under this agreement bank advertising is considered local advertising, but subject to the usual agency commission.

9. Reports as to infractions of these regulations shall be made:

(a) By newspapers, to the secretary of the Canadian Press Association.

(b) By advertising agencies, to the secretary of the Canadian Association of Advertising Agents; and shall be dealt with jointly by the Recognition Committee of the Canadian Press Association and the Canadian Association of Advertising Agents.

10. Signatures shall be filed with the secretary of the Canadian Press Association, the secretary of the Canadian Association of Advertising Agencies, and each advertising agency signing the agreement. Any signatory may withdraw at any time on giving written notice.

Owing to lack of time the discussion on the draft was very short and the matter of perfecting it was left in the hands of the Committee on Advertising. For the same reason the other subjects on the programme were not taken up, the meeting adjourning at noon on Friday.

Sessions of the Weekly Section

The Weekly section held two sessions during the two days of the convention—one at 4.30 p.m. on Thursday, and the other at 9.30 a.m. on Friday. The chairman of the section, M. A. James, Bowmanville Statesman, presided at both sessions.

The first address at the session on Thursday afternoon was on the subject of reducing insurance rates on weekly newspaper plants and buildings. The speaker was Paul von Szeliski, of the insurance firm of McLean, Szelski, Stone & Co., Ltd., Toronto, and he gave a practical and illuminating address on the subject.

STANDARD RATE CARD.

The report of the Rate Card Committee appointed at the last annual meeting was presented by the chairman, H. P. Moore, Acton *Free Press*. Mr. Moore explained that the publishers of class "C" daily newspapers had adopted a standard form of rate card during the past year, and as the various clauses and general arrangement of this form had been approved by the Canadian Association of Advertising Agencies it was used as a pattern in preparing the draft of a standard form for weekly newspapers. The committee recommended that the size of the standard rate card be 3½ inches by 6 inches; that the name of the paper, place of publication, circulation (sworn advisable), size of the paper, subscription rates, advertising rates, and special positions be printed on one side of this card; and the

publisher's own advertising and general information only on the other side. The main side of card to contain information as follows:

LOCAL RATE CARD

The Fairville Plaindealer
FAIRVILLE, ONT.

Weekly (or Semi-Weekly) Sworn Circulation.....

Size of Paper, etc. Paper set in 8 pt.: 7 columns to page; columns 20 inches long, 13 ems wide; number of pages 8. We cannot use mats.

Subscription Rates: $..... ....

DISPLAY CONTRACTS

Space to be used at option of advertiser within one year; agate measurement, 14 lines to inch.

1 inch and over .. ..cents per inch
50 inches and over .. ..cents per inch
100 inches and over .. ..cents per inch
200 inches and over .. ..cents per inch
400 inches and over .. ..cents per inch
600 inches and over .. ..cents per inch

Reading notices, run of paper.....cents per line.

Reading notices, among local items.....cents per line.

100 lines or over.....cents per line.

All advertising subject to the approval of the publisher.

SPECIAL POSITIONS.

1. Isolated position, apart from all advertising, 33 1-3% extra.
2. Top of page and alongside reading matter, or following at least 4 inches and alongside reading matter, 25% extra.
3. Top of page, but not necessarily adjoining reading matter, 15% extra.
4. Any other fixed position, 10% extra.

SPECIAL ADVERTISING

Annual statements of banks and other financial corporations, whether having ordinary contracts or not,..... per inch.

Legal, municipal and government advertisements, 10 cents per line first insertion; 5 cents per line subsequent insertions.

CONDENSED ADVERTISEMENTS.

One cent per word for first insertion and one-half cent per word for each subsequent insertion. Minimum charge 25c.

circulations were higher than they could secure. On the other hand, H. P. Moore, W. E. Smallfield, H. E. Donly and others said the flat rate on foreign ad-

FOREIGN RATE CARD

The Fairville Plaindealer
FAIRVILLE, ONT.

Weekly (or Semi-Weekly) Sworn Circulation.....

Size of Paper, etc. Paper set in 8 pt.: 7 columns to page; columns 20 inches long, 13 ems wide; number of pages 8. We cannot use mats.

Subscription Rates: $..... ....

DISPLAY CONTRACTS—PLATE MATTER

Alongside reading matter; space to be used at option of advertiser within one year; agate measurement, 14 lines to inch. Plate matter rates will apply only when complete plates requiring no composition or alteration are supplied.

1 inch and over .. ..cents per inch
50 inches and over .. ..cents per inch
100 inches and over .. ..cents per inch
200 inches and over .. ..cents per inch
400 inches and over .. ..cents per inch
600 inches and over .. ..cents per inch

Composition—Display matter requiring to be set, 3 cents per inch per insertion additional on plate matter rates.

Reading Matter—Three times display plate matter rates.

All advertising subject to the approval of the publisher.

SPECIAL POSITIONS.

1. Isolated position, apart from all advertising, 33 1-3% extra.
2. Top of page and alongside reading matter, or following at least 4 inches and alongside reading matter, 25% extra.
3. Top of page, but not necessarily adjoining reading matter, 15% extra.

SPECIAL ADVERTISING.

Annual statements of banks and other financial corporations, whether having ordinary contracts or not,..... cents per inch.

Political and election advertising ..... cents per inch.

CONDENSED ADVERTISEMENTS.

One cent per word for first insertion and one-half cent per word for each subsequent insertion. Minimum charge 25c.

SCHEDULE OF FOREIGN ADVERTISING RATES.

Mr. Moore said that the secretary of the Canadian Press Association had secured for the committee information from a number of weekly newspapers regarding the cost of producing advertising in their respective newspapers, and with this information and their own experience as a basis, the committee decided to recommend the following schedule:

This schedule aroused considerable discussion. Some members thought the rates for their respective vertising now in force on their respective newspapers was higher than the minimum rate now called for by the proposed schedule. Finally the proposed standard forms of rate cards for foreign and local advertising and the suggested schedule of minimum rates for foreign advertising were adopted.

Then, at 6 p.m., the session was adjourned to permit of attendance at the banquet at 6.30 p.m.

SCHEDULE OF LOCAL ADVERTISING RATES.

A second session of the Weekly Section was convened on Friday at 9.30 a.m.

Circulation: / Contracts for:	500 and over Per Inch	1000 and over Per Inch	1500 and over Per Inch	2000 and over Per Inch	2500 and over Per Inch	3000 and over Per Inch	4000 and over Per Inch
1 Inch and over	.16	.20	.23	.25	.28	.30	.35
50 Inches and over . .	.13	.15	.17	.18½	.21	.23	.26
100 Inches and over . .	.11	.12	.14	.15	.17	.18	.21
200 Inches and over . .	.10	.11	.13	.14	.16	.16½	.19
400 Inches and over . .	.08½	.09½	.11	.12	.13	.14	.16
600 Inches and over . .	.07	.08	.09	.10	.11	.12	.14
Annual statements of banks and other financial corporations, whether having ordinary contracts or not	.24	.30	.35	.38	.42	.45	.53
Political and Election ads.	.24	.30	.35	.38	.42	.45	.53

The first order of business was the consideration of a schedule of suggested minimum rates for local advertising. The schedule submitted was as follows:—

Circulation: Contracts for:	500 and over Per Inch	1000 and over Per Inch	1500 and over Per Inch	2000 and over Per Inch	2500 and over Per Inch	3000 and over Per Inch	4000 and over Per Inch
1 Inch and over	.19	.23	.26	.28	.31	.33	.38
50 Inches and over	.16	.18	.29	.21½	.24	.26	.29
100 Inches and over	.14	.15	.17	.18	.20	.21	.24
200 Inches and over	.13	.14	.16	.17	.19	.19½	.22
400 Inches and over	.11½	.12½	.14	.15	.16	.17	.19
600 Inches and over	.10	.11	.12	13	.14	.15	.17
Annual statements of banks and other financial corporations, whether having ordinary contracts or not	.24	.30	.35	.38	.42	.45	.53

This schedule, also was adopted.

THE VALUE OF COUNTY ORGANIZATION.

The importance of strong county organization was urged by H. P. Moore, Acton *Free Press.* He said it had been proven that very cordial bonds between the publishers of a county or defined district may be made through the formation of a district press association, and these ties generally strengthen as the organization is perfected. This promotion of friendly feeling, fraternal amenities and social intercourse has a tendency to smooth down the asperities which are apt to spring up among men who are thrown into competition with each other.

Mr. Moore said the primary aim of a district press association is the education and betterment of the material interests and self-protection generally. "Associative effort," said he, "goes far to establish and maintain a custom of method and plan, and a betterment of prices in the trade, and these united influences undoubtedly give material and other advantages. Other businesses have profited materially along these lines—why should not the members of the printing fraternity derive equal profit and advantage from consultation with each other and by concerted action with the success which they desire and deserve to attain?"

Mr. Moore referred to the opportunity for discussing such important questions as the cost of producing job work and advertising, which the meetings of a district press association afford. He paid a tribute to the value of the cost conferences conducted by officers of the Canadian Press Association that have been a feature among district press association meetings during the past couple of years.

Referring to the work of the Halton County Press Association, Mr. Moore said the record of the eight or nine years of its existence proved conclusively its value to its members and to the press of Halton County generally. "The unseemly cutting of prices —notorious unprofitable and un-businesslike in previous years—has been practically annihilated," said Mr. Moore. "This is especially true in the matter of municipal printing and advertising of the county. In a friendly consideration of mutual interests we have from time to time, at our meetings, agreed upon a fair, and as nearly as possible, an equable allocation of such permanent work as the county, town and township printing and advertising, county and township fall fair work, etc. We agree to mtaintain in all cases fair and reasonable prices, but always eschew any suggestion for anything like "hold-up" figures. Our aim has been to create and maintain the respect of the public for the press of the county and the business methods adopted. We have endeavored to establish prices as nearly uniform as possible for local and foreign advertising, and have at our sessions considered in a friendly spirit of mutual interest any business generally which legitimately comes under our control. From the inception of our association we have had two sessions annually, one in winter, the other in the summer or early fall. The winter meeting has been devoted almost exclusively to the discussion and consideration of practical business matters, and the summer session to social intercourse and entertainment, the ladies of the members always being present. Our meetings have been held in the various towns of the county in consecutive order. This in itself has had a decided advantange in giving the newspaper men opportunity for a closer acquaintance with each locality and for gaining definite and reliable information respecting its leading interests and pursuits, its manufactories and exploitation of public utilities, its features of general interest which may be recommended for adoption of examination in their constituencies and for numerous other manifest considerations."

Mr. Moore advised brevity and simplicity in the preparation of a constitution and by-laws for a county association. He held up those of the Canadian Press Asociation as a model in this respect. "It is desirable," said he, "and is recommended that all county and district organizations be affiliated with the Canadian Press Association, and this course being followed, it will be fitting that their constitution and by-laws be framed consistently with those of the parent body as far as possible."

TRADE ABUSES.

E. Roy Sayles, Port Elgin *Times,* opened an interesting discussion on trade abuses and means of eliminating them. He said in part:

The first definite trade abuse which I shall touch upon now is one practiced among ourselves, viz.: the practice of giving away advertising space for some little job work which may happen to be offered to us. This abuse has become so flagrant that I have seen in weekly newspapers paragraphs such as this: "Get your sale bills printed at .....office for with each set of bills we give a free notice, and the notice is worth more than the bills." Why should your newspaper department buy jobs for the job department? What kind of a business is it which gives away a pound of sugar because a man desires to buy a bar of soap? A printer would laugh at a merchant if he did business in that sort of way. Yet the printer himself is guilty of even worse. Let us, brethren, enquire of ourselves closely regarding this evil and resolve here and now that we will wipe it out. May I be permitted here to suggest a remedy? It is this: the study and close application of the cost system as devised and so faithfully and vigorously presented by Secretary Imrie is the only safe and sure cure for this abuse.

Another questionable practice which is indulged in by publishers, not only of weekly newspapers, but of dailies, also, is the fictitious circulation mania, which seems to have got hold of some publishers so thoroughly that it is almost impossible for them to change their ways. It is a vicious abuse, because it deprives an honest man who has cleaned and detailed his lists and taken care to give his advertisers something for their money of his just due in increased advertising. Let me give you an instance of how this disease has taken hold of some publishers, and then pass on to a suggested remedy. In a certain town there are two weekly papers. In conversation with one of the editors, I enquired how many copies he was printing weekly.

His reply was in the figures which made it appear about a thousand less than the number he was printing in bold type on the front page of his paper. Asked as to why he did this, he replied that his contemporary would always go one better, and so he had adopted this means of finding out just how far his competitor would go rather unfair means, I submit, for it made falsifiers of them both. Now, brethren, if this evil is persisted in, how are we ever to show increases in circulation, for increases do come some time to even the worst offender. I would suggest that the C. P. A. committee which has in charge the investigation of the standing of advertising agencies, be asked to take up this matter of circulation and establish an honor list of such publishers who can and do give a bona fide circulation.

Along with the evil of fictitious circulations, there is another matter which has developed into somewhat of an abuse, and this has connection with the methods of advertising agencies. You will pardon me if I become personal just here, for it will best give effect to my argument. About a year ago, I received a card from Mr. Harte, asking me to pledge that I would protect the recognized advertising agencies by not giving commission to firms placing their own advertising. I had heard this matter threshed out at the regular convention before the pledges were sent out, and believed the idea was a good one. But the agencies have the handle in this deal, and, after I have tried to carry out my part of the pledge, I find the agencies are placing as much advertising as they can in papers with the cheapest rates, regardless of whether they have the circulation or are protecting them. Of what use was it for me to clean up my lists, detail my circulation, cut aloof from advertising I might have had just as good rates as the agencies were willing to pay? Mr. Chairman, I feel like some others here, who have had a like experience, that I will have to pass the little pledge card up for next year unless some action is taken which will give honest circulation an equal chance with that of dishonest circulation.

I have one more abuse to enumerate, and that is in connection with the supply houses. Somewhat of a storm was raised at the recent Eastern Canada Cost Congress by Secretary Imrie, and perhaps it was well that so many supply house representatives were there at that time, and even if they did take up valuable hours with "just talk," it was worth the loss of the golden moments to hear our worthy secretary speak thus plainly to them. But from personal experience, I know some supply houses have been unfair, and from letters I have received from other publishers since this subject has been on the programme, nearly all of us are affected, either directly or indirectly, by the contemptible practice of selling stock to the printer and then trying to sell printed matter to the printer's customers. Not very long ago a traveler for a large supply house spent some time with me in an endeavor to get an order. Some goods were purchased. The next day however, one of my merchants asked me what 1 thousand envelopes would cost. I quoted a price. He said it was too high, as he had been quoted a rate of $1.25 per thousand by this same traveler, and that, on goods for which this supply house's representative had charged me 82 cents. Now, I didn't lose that order, neither did I lower my price. I wrote a letter of protest to that firm, and I have mentioned the instance to other printers. Now, it seems to me that we, as an association, ought to be able to overcome this evil, but we as individuals can have no effect. Everyone present has felt this canvassing by the city supply men. If we can have bulletins telling us of free publicity requests, why cannot we have bulletins informing us what supply houses are crippling our businesses by their measly methods?

Gentlemen, the time has come for us to forge the bond of co-operation still stronger. We should lose no time in pressing upon the great Canadian Press Association the necessity of making it serve our individual needs. There is no use of this matter having been brought before you if you merely say to yourselves, "Yes, that's so." If you believe these abuses exist, and have let them and us know by saying so out loud, and endeavor to impress this convention that now is the accepted time. If you want the weekly publisher to think more of this association, if you want him to remain in this association, I appeal to you to join in united action and endeavor to eliminate some of these trade abuses now existing.

After the discussion which followed Mr. Sayles' tale, he moved and J. H. Rutherford, Owen Sound *Times*, seconded the following resolution:—

Whereas, it has been found that weekly newspapers have been subjected to much loss and inconvenience by the methods of certain stationery, paper and machinery supply houses;

Be it resolved that we, the Weekly Section of the Canadian Press Association, request the secretary of the Canadian Press Association to circularize all such businesses, setting forth the evils as outlined at our sessions.

Be it also resolved, that we as a body patronize only such houses as are fair in their dealings with printers and publishers.

Be it also resolved, that all members of this association report immediately to the secretary of the Canadian Press Association any trade violations on the part of supply houses; and that they see that said reports be clear and definite and their ground of complaint well taken.

This resolution was adopted.

MEETING THE DEFICIT FOR 1912.

The method of meeting the probable deficit for 1912 was discussed. Several members expressed the opinion that all members of the Weekly Section including those not present at the annual meeting should be given an opportunity to contribute to the special fund being raised to meet this deficit. Finally a motion that this course be followed was introduced and passed. Then the blanks on which the members could indicate the amount they were willing to contribute were distributed.

ADVERTISING OUR ADVERTISING.

The secretary of the Canadian Press Association introduced a discussion on the development of local advertising. He explained how the campaign to advertise advertising now running in the daily press was financed, but pointed out that the advertising agencies would not be willing to pay the charges for composition and plates for a series of advertisements in the weekly press because those advertisements would develop local business only. Mr. Imrie thought the Advertising Committee of the Toronto Ad. Club, of which he is chairman, would undertake to prepare without charge a series of advertisements dealing with the development of local advertising particularly. This series could be supplemented by a number of advertisements in the daily newspaper series, many of which were just as suitable for weekly as for daily newspapers. Thus a series of say 26 advertisements could be prepared and supplied to weekly newspapers in proof form and at a cost not exceeding $3.00. Mr. Imrie asked how many members of the Weekly Section would be willing to sign an agreement to run such a series in numerical order and pay a sum not exceeding $3.00 as their share of the cost of producing and setting up the copy, putting it in proof form, etc. About 75 members signified their willingness to sign such an agreement, so Mr. Imrie suggested a motion instructing him to proceed with the preparation and launching of such a campaign. Mr. Imrie said he thought the campaign would be ready to commence in October.

It was thereupon moved by W. A. Fry, seconded by E. R. Sayles, and carried, that the incoming Weekly Executive be requested to tabulate a comparative statement of circulation and rates, and take such other action as may be deemed advisable to get into touch with and convince foreign advertisers that the weekly newspaper, as a means for reaching the actual consumer, is second to no other medium of publicity.

ELECTION OF OFFICERS.

The election of officers, executive committee, etc., resulted as follows:—

Chairman.—J. H. Rutherford, Owen Sound *Times*.

Secretary.—W. A. Fry, Dunville *Chronicle*.

Representatives on Recognition Committee.—D. Williams, Collingwood *Bulletin;* H. P. Moore, Acton *Free Press*.

This session of the Weekly Section was then adjourned.

Luncheon at Experimental Farm

Hon. Martin Burrell, Minister of Agriculture, tendered the members of the Association and the ladies who accompanied them a luncheon at Dominion Experimental Farm near Ottawa, at 1.30 p.m., on Friday. The Ottawa Valley Motor Car Association and the Ottawa Electric Railway provided auto-

mobiles and street cars respectively for the trip to the Farm and around Ottawa en route.

The speakers at the luncheon were: Hon. Martin Burrell, J. C. Elliott, Kingston *Whig,* and V. E. Morrill, Sherbrooke *Record.*

General Association Meeting

A second session of the General Association was convened at 4 p.m. The first order of the business was the presentation of reports of the section and committees.

W. R. Givens reported the election of the following officers of the Daily Section:—

President, W. R. Given, Kingston *Standard;* vice-president, F. W. Sutherland, St. Thomas *Journal.* Executive Committee, L. H. Dingman, St. Thomas *Times;* W. Findlay, Ottawa *Free Press;* A. T. Wilgross, Brockville *Times;* J. G. Elliott, Kingston *Whig;* C. J. Bowell, Belleville *Intelligencer.* Representatives on Recognition Committee, W. J. Taylor, Woodstock *Sentinel-Review;* W. Findlay, Ottwa *Free Press;* G. E. Scroggie, Toronto *Mail and Empire.*

M. A. James presented the following report of the Weekly Section:—

The Weekly Section passed a resolution urging that all members of the Canadian Press Association not present at this Convention be given an opportunity to contribute to the special fund being raised to wipe out the deficit for 1912.

The form of the foreign advertising rate card presented by the rate card committee was adopted.

It was decided to join the Daily Section in contributing space to the campaign to advertise advertising.

H. P. Moore, Acton Free Press, and David Williams, Collingwood Bulletin, were appointed to represent the Weekly Section on the Recognition Committee.

D. O. McKinnon reported the organization of Class Press Section and presented the following report:—

In accordance with the resolution passed yesterday, the Class Press Section was organized to-day. D. O. McKinnon, Canadian Manufacturer, Toronto, was elected chairman, and J. McGoey, MacLean's Magazine, Toronto, secretary. The following committee was appointed: W. G. Rook, Canadian Home Journal, Toronto; B. H. Spence, Pioneer, Toronto; I. G. Stewart, Maritime Merchant, Halifax; G. B. Van Blaricom, Shoe & Leather Journal, Toronto; H. B. Cowan, Farm and Dairy, Peterborough; F. D. Shallow, Le Moniteur de Commerce, Montreal; G. E. Gibbard, Pharmaceutical Journal, Toronto; W. E. Robertson, Westminster, Toronto; D. O. McKinnon, Canadian Manufacturer, Toronto; J. McGoey, MacLean's Magazine, Toronto. The purpose of this Committee is to call meetings from time to time to discuss matters of the Class Press, so that matters will be in definite shape for discussion at the next meeting.

Several matters were discussed at our meeting; among others, the standard contract form, submitted to this organization to be used by recognized agencies. The Class Press Section would suggest an amendment to clause 2 of the proposed standard contract form by the addition of the following words: "No part of the agency commission to be rebated by the advertiser to the agency."

The suggestion of the Class Press Section with reference to clause 2 of the standard contract was adopted by the convention.

The report of the Committee on Resolutions was presented by the chairman, A. T. Wilgress, Brockville *Times.* It was as follows:

Resolved: That this Convention recognize with the Executive Committee that the outstanding feature of the work of the year just closed has been an undoubted success in the development begun by the appointment of a permanent secretary and in the happy choice of the officer under whom the work was begun. Mr. Imrie has put heart and soul and initiative into his duties with the result that the publishers generally feel that the profession is beginning a new and better future. The cost system campaign, the advertising advertising service, and the general routine of placing the newspaper business on a sound scientific business basis have called for a strenuous devotion on Mr. Imrie's part that possibly few fully realize.

Resolved: That the Canadian Press Association make recognition of the services of Mr. Imrie by a hearty response to the call for a special contribution to meet the extraordinary expenditure of the initial and experimental year; and by some personal effort to bring into membership those newspaper men who are not yet in the ranks of the Association.

Resolved: That the Canadian Press Association heartily approves of the policy of the Executive Committee to make this Association essentially a national organization which will bring into close and harmonious contact the newspapers of Eastern, Western and Central Canada.

Resolved: That this Convention approves of the president's address and heartily endorses the appreciative reference in it to the work of the Recognition Committee, the vigorous work of the Chairman, W. J. Taylor, has been of great value in bringing about better and more business like relations between advertising agencies and publishers.

Resolved: That this Association recognize the courtesy and interest of the Postmaster-General in connection with the diverse grievances of its members and hopes, with patience and wise counsel on the part of both members and Minister, to reach sound and satisfactory findings. To this end we suggest the appointment of a permanent committee on postal matters.

Resolved: That the issuance of the free publicity bulletins has been a strength and power to the publishing interests, and we commend the continuance of the same until advertisers realize that the purchase of space does not carry with it a right to solicit gifts and favors.

Resolved: That the profound sympathy and condolence of the Canadian Press Association be tendered to Mrs. Chas. M. Hays and family in their recent bereavement by the tragic death of the late Chas. M. Hays, President of the Grand Trunk Railway, by which his family was robbed of a devoted husband and father, and Canada of an acknowledged master of transportation.

Resolved: That the sincere sympathy of the Canadian Press Association be extended to His Royal Highness the Duke of Connaught in his deep anxiety caused by the illness of Her Royal Highness the Duchess of Connaught, accompanied by the sincere hope of her early and complete recovery, and that the future residence of their Royal Highnesses in Canada may be one of unclouded happiness.

Resolved: That the hearty thanks of the Canadian Press Association be tendered to Don C. Seitz for his talks on newspaper topics; to Mr. Paul von Szliski for his educative paper on fire insurance; and to E. St. Elmo Lewis, of Detroit for his message on questionable advertising.

Resolved: That the sincere thanks of the Canadian Press Association be tendered to the Grand Trunk Railway, the Canadian Pacific Railway and the Intercolonial Railway for providing transportation facilities to the secretary of this Association in the performance of his duties and for their courtesy in general to the members of this Association; to the manager of the Chateau Laurier for his hospitable attentions given members of this Association; to the Mayor of Ottawa for his hearty welcome and banquet; to the Ottawa Valley Motor League; to the Ottawa and Hull Electric Railway Co.; to the management of the Dominion and Colonial Theatres; to the publishers of Ottawa; and to the people of Ottawa in general for the many courtesies extended by them to the members of this Convention, which courtesies have combined to make this visit to Ottawa a highly enjoyable one that will be long remembered by all members.

Resolved:—That the hearty thanks of the Canadian Press Association be tendered to the Hon. Martin Burrell, Minister of Agriculture, for his most enjoyable luncheon at Experimental Farm and his words of appreciation and welcome to the Canadian Press Association.

W. R. Givens, chairman of the committee which waited upon the Government to urge the removal of the duty on type-setting and type-casting machines and parts thereof, and parts of newspaper presses reported as follows:

The chairman, in his argument for the removal of the duties, said that they are not protective, since there is now no industry to protect; that they were not needed for revenue since the revenues of the country were in a most flourishing condition; that they militated against newspaper progress in Canada to a large extent; that they were an unnecessary hardship on the public which was served by the newspapers; and that they were a tax on the intelligence, as the great mass of the people made the newspaper their only reading matter.

Col. MacLean pointed out with respect to trade newspapers in competition against the American trade papers with their large fields that the cost of production was lower than in Canada, and that they were working at a disadvantage by paying the high prices for machinery and materials. W. J. Taylor also spoke.

Hon. Mr. White, in reply, said that he heartily sympathized with the aspect of the matter from the viewpoint of the newspaper proprietor, as he had been a newspaper man himself, and realized their responsibilities and needs, and was wholly in sympathy with them. At the present time, however, he could give no definite promise as to action by the Government, but said that the question would be kept in view. The answer as a whole is regarded as distinctly favorable by those who composed the deputation.

W. J. Taylor, chairman of the committee which interviewed the officials of the Post Office department reported as follows:—

The committee had an interesting interview with Dr. Coulter, Deputy Postmaster-General, in regard to postal matters generally as they affect newspapers and other publications. I regret that it is impossible to report everything that was said at this conference, because part of the conversation was given to us in a confidential and friendly way, it being stipulated that it should be so considered. Your committee is justified, however, in stating that the Deputy Postmaster-General gave us clearly to understand that the Department fully realizes the benefits that newspapers are to the people as a whole, and while the Department also fully realizes the heavy loss at which newspapers and periodicals are carried through the mail, the Department is nevertheless prepared to continue to face this loss for the general good of the country.

The Post Office Department fully realizes also that the distribution of newspapers and periodicals is responsible for the creation of a tremendous amount of first class mail, which in a

measure helps to make up for the loss incurred in the carrying of the second class mail.

At the same time, your committee was given to understand clearly that the Department will strenuously oppose the extension of this privilege to fake publications and publications that might properly be termed advertising fakes. It is the intention of the Department to keep a strict watch over publications of the kind described and to make them pay the regular printed matter rate.

The Deputy Postmaster-General is cognizant of the apparent discriminations that seem to be practised by postmasters throughout the country, which is largely due to both the lack of knowledge and to some extent carelessness on the part of the respective postmasters. It is the intention of the Department to issue regulations in the near future, holding posmasters responsible for breaches of the Postal Act committed through either ignorance or carelessness.

The Deputy Postmaster-General talked very freely and very fairly to the committee and at the conclusion of the interview acquiesced in the suggestion that it might be a good idea if a permanent committee on postal matters were appointed from amongst the members of the Canadian Press Association, with whom the Post Office Department might confer on matters pertaining to postal regulations effecting the distribution and handling of newspapers and of other publications.

ELECTION OF EXECUTIVE COMMITTEE.

The voting on nominations for the Executive Committee resulted in the election of the following:—V. E. Morrill, Sherbrooke *Record;* W. J. Taylor, Woodstock *Sentinel-Review;* W. E. Smallfield, Renfrew *Mercury;* Wm. Findlay, Ottawa *Free Press;* J. F. Mackay, Toronto *Globe.*

NAME OF RECOGNITION COMMITTE CHANGED.

The suggestion in the report of the Recognition Committee that the name of this committee be changed to the Advertising Committee was then considered. It was pointed out that as this committee did much more than attend to the recognition of advertising agencies the present name was a misnomer. On motion, duly seconded and carried, it was decided to change the name to Advertising Committee.

DON C. SEITZ SPEAKS AGAIN.

Don C. Seitz held the eager attention of the convention as he took up in an informal way many of the problems which confront newspaper publishers.

FAKE AND FRAUDULENT ADVERTISING.

A paper by Mr. E. St. Elmo Lewis, advertising manager Burroughs Adding Machine Company, Detroit, and past president of the Association of National Advertising Managers of the United States, on the subject "What the Sane and Honest Advertisers Expect from the Newspapers in the matter of Fake, Fraudulent and Offensive Advertising," was read by the secretary.

A lengthy discussion followed on the question of what attitude the publisher should take in dealing with patent medicines, questionable and anonymous advertising, the consensus of opinion being that there should be a higher standard adopted all along the line.

The convention adjourned at 6 p.m.

DETAILED information about the annual conference of members of the Institute of Journalists, to be held in Brighton, England, from August 24 to 28, has been received from the secretary, Mr. Herbert Cornish. An elaborate programme has been prepared. Following the daily conferences from the 24 th to the 28th, there will be alternative trips to places of interest, including Dieppe, Rouen and Paris. Traveling arrangements are given in detail, with an explanation of the grants in aid of overseas passages. The officers of the council hope for a large attendance of members from the overseas dominions.

List of Those Present

Frank Adams, Advertiser, London; J. C. Arner, Canadian Manufacturer, Toronto; T. V. Armstrong, Journal, Ottawa; C. H. E. Askwith, Free Press, Ottawa; F. H. Annes, Chronicle-Gazette, Whitby; Thomas Bland, Canadian Linotype, Toronto; C. J. Bowell, Intelligencer, Belleville; R. Bartholomew, Chronicle, Cookshire; L. A. Belanger, Progress de l'Est, Sherbrooke; W. L. Boynton, La Presse, Toronto; J. W. Bengough, Toronto; W. B. Burgoyne, Standard, St. Catharines; F. B. Barkley, Messenger, Prescott; H. T. Blackstone, Times, Orillia; T. G. Bunting, Horticulturist, Peterboro'; J. R. Bone, Star, Toronto; J. J. Bell, Ottawa; J. D. Blue, Advance, Dutton; Alex. Bagsley, Toronto; F. Boardman, Ottawa; A. R. Coffin, News, Truro; J. J. Cave, Express, Beaverton; W. G. Cave, Argus, Midland; J. H. Cranston, Star, Toronto; W. B. Campbell, Office & Field, Toronto; F. M. Chapman, Farmer's Magazine, Toronto; J. W. Cockburn, Journal, Ottawa; E. B. Christiansen, Standard, Pembroke; J. A. Cooper, Canadian Courier, Toronto; Fred Cook, London Times, Ottawa; W. A. Craick, Printer & Publisher, Toronto; A. E. Chagnon, Journal, Waterloo; Jas. D. Clark, Reporter, Galt; W. W. Cliff, Central Canadian, Carleton Place; R. D. Croft, Banner, Ailsa Craig; G. W. Chapman, Citizen, North Augusta; F. A. J. Davis, News, Westmount; R. C. Dunbar, Hansard, Ottawa; F. H. Dobbin, Review, Peterboro'; R. H. Davey, Argus, St. Mary's; W. R. Davies, Herald, Thamesville; John H. Dyas, Toronto; W. S. Dingman, Herald, Stratford; L. H. Dingman, Times, St. Thomas; H. B. Donly, Reformer, Simcoe; L. B. Duff, Telegraph, Welland; G. M. Elliott, Canadian Defence, Toronto; J. M. Eastwood, Times, Hamilton; J. G. Elliott, Whig, Kingston; J. A. Evay, Review, Carp; William Findlay, Free Press, Ottawa; Samuel Farmer, Star, Port Perry; W. G. Ferguson, Advance, Porcupine; W. A. Fry, Chronicle, Dunnville; H. Fleming, Sun, Owen Sound; J. Foley, Sun, Orangeville; W. R. Givens, Standard, Kingston; R. A. Giles, Watchman, Lachute; J. S. Giles, Lachute; A. Gillies, Warder, Lindsay; George P. Graham, Recorder, Brockville; G. E. Gibbard, Pharmaceutical Journal, Toronto; W. Gibbons, Standard, Cornwall; F. Gorman, Observer, Sarnia; R. H. Hockin, Orange Sentinel, Toronto; C. F. Hambly, Express, Woodstock; E. A. Harris, Gazette, Burlington; J. Heveron, Sentinel, Waterloo; R. B. Harris, Herald, Hamilton; A. C. Hanson, Observer, Coaticook; J. J. Hunter, Reporter, Kincardine; E. J. Hewson, Herald, Penetang; G. E. M. Hunter, Journal, Ottawa; George Ham, C.P.R., Montreal; J. C. Holland, Journal, Rock Island; J. A. P. Haydon, Sun, Cobden; W. A. Hogg, Enterprise, Collingwood; James H. Imrie, Printer & Publisher, Toronto; J. M. Imrie, Secy., C.P.A.; W. Irwin, Chronicle, Durham; Fred James, Journal, Ottawa; H C. Janes, Review, Vankleek Hill; M. A. James, Statesman, Bowmanville; L. G. Jackson, Era, Newmarket; J. A. Johnston, Gazette, Mildmay; D. O. Jones, Observer, Pembroke; R. A. Jeffrey, Chronicle, Arnprior; J. L. Kerr, New Era, Clinton; F. Kuhn, Dipper, Ottawa; G. W. Lacy, Chronicle, Cookshire; John Law, Observer, Tillsonburg; Geo. Legge, Leader-Mail, Granby; W. A. Lydiatt, Gibbon's Agency, Toronto; A. L. Lance, Times, Richmond; A. Logan, Echo, Wiarton; W. J. W. Lowrie, Leader, Russell; Jas. Logie, Toronto; B. McGuire, Banner, Orangeville; G. F. McKim, Record, Smith's Falls; M. MacBeth, Sun, Milverton; J. F. McMahon, Liberal, Richmond Hill; D. O. McKinnon, Commercial Press, Toronto; J. I. McIntosh, Mercury, Guelph; J. A. McKay, Record, Windsor; J. A. McGoey, MacLean's Magazine, Toronto; J. McLeod, Gazette, Almonte; J. B. MacLean, Toronto; C. M. MacKae, Chronicle, Cookshire; D. McKenzie, Advocate, Paisley; Wm. McDonald, Enterprise, Chesley; George H. Mooney, Express, Ripley; V. E. Morrill, Record, Sherbrooke; J. K. Munroe, Telegram, Toronto; C. H. Mitchell, Post, Hanover; R. L. Mortimer, Free Press, Shelburne; W. J. Moore, Recorder, Brockville; J. Murkar, News, Pickering; C. M. Mundy, Reformer, Oshawa; H. P. Moore, Free Press, Acton; R. M. Martin, Citizen, Ottawa; H. R. Moffat, Owen Sound; J. M. Moore, Herald, Georgetown; F. W. Major, Recorder, Gore Bay; Charles C. Nixon, Farm & Dairy, Peterboro'; A. V. Nolan, Times, Uxbridge; W. M. O'Beirne, Beacon, Stratford; R. F. Parkinson, Journal, Ottawa; N. Phelps, Times, North Bay; R. H. Pearce, Review, Madoc; T. K. Pickering, News-Tribune, Blenheim; J. F. Perkins, Topic, Petrolia; C. H. Parmelee, King's Printer, Ottawa; J. J. Pratt, Herald, Owen Sound; P. G. Pearce, Star, Waterford; Wm. Powell, Reformer, Aylmer; G. R. Pattullo, Woodstock; J. H. L. Patterson, Type & Press, Toronto; J. P. Paterson, Economic Advertising, Toronto; E. J. Page, Sherbrooke; J. A. Powell, Toronto; F. E. Perney, Ottawa; J. C. Ross, Toronto Globe, Montreal; W. G. Rook, Canadian Home Journal, Toronto; J. H. Rutherford, Times, Owen Sound; T. W. Rickaby, Spectator, Bruce Mines; J. J. Ryan, Advertiser, Waterloo; C. Ramage, Review, Durham; H. A. Robert, La Presse, Montreal; George E. Scroggie, Mail and Empire, Toronto; F. D. Shallow, Moniteur du Commerce, Montreal; W. E. Smallfield, Mercury, Renfrew; H. W. Sabine, Herald, Marmora; A. E. Sutherland, Transcript, Glencoe; E. R. Sayles, Times, Port Elgin; J. T. Stirrett, Industrial Canada, Toronto; O. M. Seim, Progress, Hepworth; T. W. Sims, Sun, West Lorne; J. M. Southcott, Times, Exeter; R. A. Semple, Sentinel, Tottenham; P. Von Szeliski, Toronto; E. S. Secord, Daily Nugget, Cobalt; B. A. Seeley, Advance, Kemptville; A. A. Sim, Mercury, Rodney; F. W. Sutherland, Journal, St. Thomas; C. J. Stone, Expositor, Perth; H. Sutton, Record, Smith's Falls; W. M. Southam, H. S. Southam, Citizen, Ottawa; B. H. Spence, Pioneer, Toronto; A. H. Smith, Banner, Listowel; E. E. Short, Beacon, Southampton; J. R. Smith, News, St. Johns; Howard Smith, Montreal; John H. Thompson, Post, Thorold; J. W. Tucker, Standard, Markdale; D. B. Taylor, Rod & Gun, Toronto; W. J. Taylor, Sentinel-Review, Woodstock; G. B. Van Blaricom, Shoe and Leather Journal, Toronto; P. G. Van Vleet, Implement Trade, Toronto; H. A. Vandusen, Leader, Tara; A. H. Watson, Review, Madoc; W. G. Walls, Saturday Morning, Barrie; A. H. Watson, Star, Creemore; G. H. Wilson, Post, Lindsay; T. W. Whalley, Star, Dundas; R. Wilson, Era, Lanark; J. P. Watson, Record, Sherbrooke; W. Wrigley, Hardware Journal, Toronto; J. S. Winterburn, Gazette, Norwich; A. T. Wilgress, Times, Brockville; F. G. W. Williams, Free Press, Ottawa; C. L. Wilson, Wilson Publishing Co., Toronto; W. W. Walker, Courier, Perth; D. Williams, Bulletin, Collingwood; H. Wills, News, Westmount; McK. Wright, Wilson Pub. Co., Toronto; W. Y. Wallace, Canadian, Simcoe; O. Widmeyr, Advance, Ayton.

THE successful men are those who have worked while their neighbors' minds were vacant, or occupied with passing trivialities; who have been acting while others have been wrestling with indecision. They are the men who have tried to read all that has been written about their craft; who have learned from the masters and fellow craftsman of experience, and profited thereby; who have gone about with their eyes open noting good points of other men's work, and considered how they might do it better. Thus they have risen above mediocrity, and in striving toward perfection have educated themselves in the truest manner.

BANQUET

TENDERED TO
THE EMPLOYES OF
ROBERTSON
& FLETCHER
LIMITED



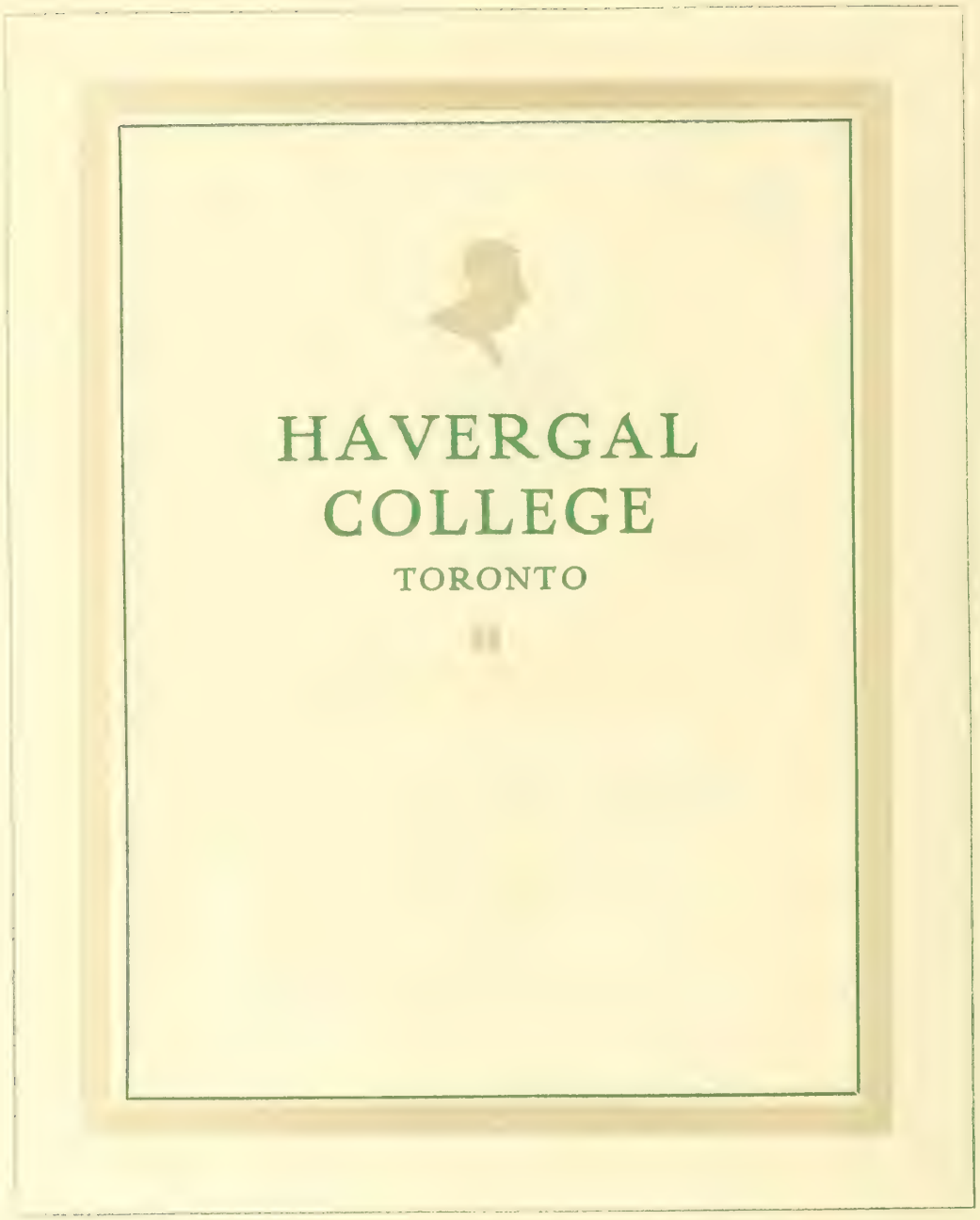
FRIDAY, JANUARY 19, 1912
VENDOME HOTEL



SEVENTH ANNUAL HORSE SHOW

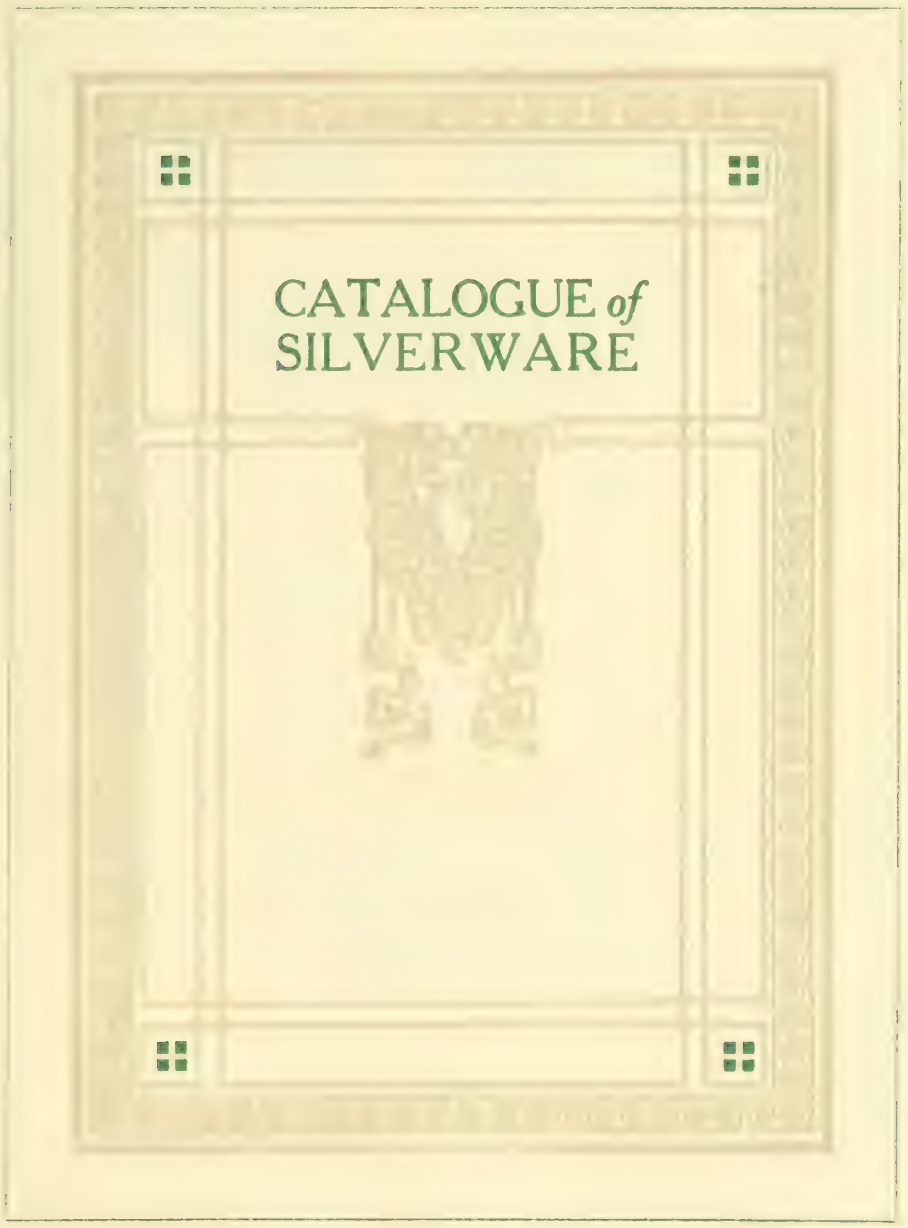
ALEXANDRIA PARK

APRIL THE FIFTH, NINETEEN-TWELVE


HAVERGAL
COLLEGE
TORONTO

The CRAWFORD PRESS
DESIGNERS *and* PRINTERS
of PROFITABLE PUBLICITY

38 MELINDA ST.
TORONTO, ONT.



FURNITURE



REVIEW *of* SPECIMENS

IN reviewing the specimens submitted to this department month by month one cannot fail to observe the marked advancement being made in Canadian printed matter. While some of the specimens are not without fault, and others might be greatly improved, the work turned out by a number of large and small printeries has reached a high state of development both from typographical and mechanical standpoints.

To the conscientious printer the small undertaking is worthy of as much thought and careful attention as the larger one. The same energetic interest taken in the production of an effective catalogue may be noticed in the pleasing appearance of even a programme or announcement; while the careful judgment used in the selection and association of stocks and the harmonizing and contrasting of inks is not alone bestowed upon the artistic booklet or brochure, but the card, ticket and folder also receive due consideration.

However, our printed matter has by no means reached this state of its own accord. The printer himself is worthy of credit for the part he is playing in educating the user of printing to the real value of *quality* in printing; for the quality of our work depends to a large degree upon his realization of this fact.

Grip, Limited, Toronto, Ont.—One of the recent productions of this firm is a very attractive and well printed automobile catalogue for the McLaughlin Carriage Co., Oshawa, Ont. The design and arrangement are distinctive, and the presswork all that could be desired. A heavy brown-grey stock has been used for the cover, on which is an interesting design printed in blue-grey and black, and embossed. The end leaves are of light grey stock, bearing a design and the name of the cars in green-grey. The inside pages are unusually attractive in design, and are profusely illustrated with half-tones of the cars and suggestive little marginal half-tones. They are printed in black and light olive green tint, on coated paper. Many of the inside pages have been given special consideration and display full page water color drawings of the cars, familiar scenes being used as backgrounds. These drawings are reproduced by the three color process; they enhance the appearance of the cars, make them stand out more prominently, and also add to the value of the catalogue. The title page of this catalogue is here reproduced.



Catalogue Title Page by Grip, Limited, Toronto, Ont.

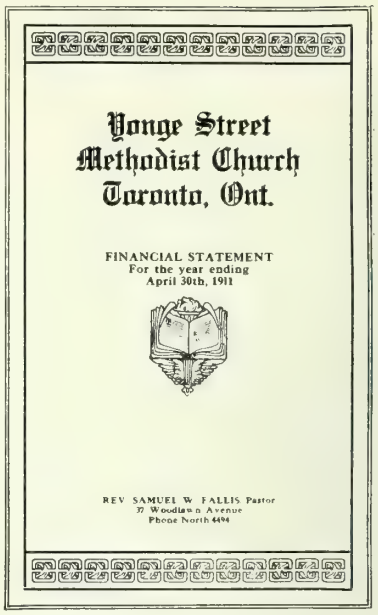
Jas. S. Moir (with Fotheringham and Popham) Ottawa, Ont.—The design and arrangement of your blotter has been very well executed from a typographical point of view. However, it would be improved if the rules were strengthened to harmonize better with the type. At least, the outer rule should be changed from one-point to three-point. The color combination is rather repulsive, crude primary colors being too much in evidence.

To analyse the three colors by which the whole color spectrum is composed: yellow is the most intense signification of "light," red is the strongest representative of "fire," while blue signifies "coldness." Yellow and red are therefore extremely exciting and should be used with discretion. The coldness of the purple of your blotter is insufficient to counteract the large amount of yellow and red. These two colors combined make your blotter seem ablaze with "fire" and "light." To barbaric, savage senses this would be pleasant indeed, but to the refined senses of civilized people it is usually displeasing.

While the yellow of your blotter is in good contrast to the purple, there are many more pleasing combinations that might be used. As yellow represents "light" and blue "coolness," their combination (green) is very soothing. Do we not all enjoy the bright, yellow sunlight and the coolness of the blue water? Are not all of us refreshed by the green of the woods? The effect this color produces upon us is probably the reason it is so often and so



Booklet Cover Page by Jas. B. Graham, Melita, Man.



Cover Page by Albert F. Stanley, Toronto, Ont.

effectively used.

Two shades of green, therefore, would be a good combination for your blotter; but if a touch of life seems necessary, a very little of that enlivening color, red, would produce the desired result.

The St. John's (Nfld.) *Evening Herald*.—On the whole your specimens have been well handled, but a few of them might be improved. The best of your series of blotters is the one of latest issue, printed in two shades of blue on blue stock. The reading matter on the one entitled "A Reminder," has a cramped appearance, owing to the large amount of white space wasted in the border. If the inner rules and ornaments were omitted, the remaining white space would give you an opportunity to secure a more effective arrangement of the matter.

The best of the large soap labels is the one of "Spotless Pale Soap," due to the fact that the words are set straight across rather than diagonally across, and there being no separation between the words that constitute the name, as in "Beauty Pale—Soap." However, a few improvements on the first mentioned label would be to make one line of the words "Pale Soap," take the words "168 cakes" out of the corners, insert them inside the border near the bottom of the label, bring the border a little nearer the edges of the paper, and change the corner pieces to match the rest of the border.

In presswork and color combination the B.I.S. Dramatic Programme, 1912, is very good but in typographical arrangement it might be improved; some of the advertisements not being very well arranged.

The large display sheet for "Matchless Paint" has been well arranged, but the effect has been spoiled somewhat by the colors of ink used. In combination with the red, dark green would have been much better than the blue and gold.

While the cover of the September, 1911, issue of the "Adelphian" is good in itself, that of the February, 1912, issue is much better.

The Reid Press, Limited, Hamilton, Ont.—A carriage catalogue, well handled typographically and mechanically has recently been printed by this firm for the McLaughlin Carriage Co., Oshawa, Ont. The cover is a heavy brown antique stock with a striking design printed in brown and embossed. The end leaves are a lighter weight of the same stock as cover, and the designs which appear on them are printed in light brown. The inside pages are well arranged and printed in light brown and black on coated paper. The light brown ink of the inside pages admirably reflects the color of the end leaves.



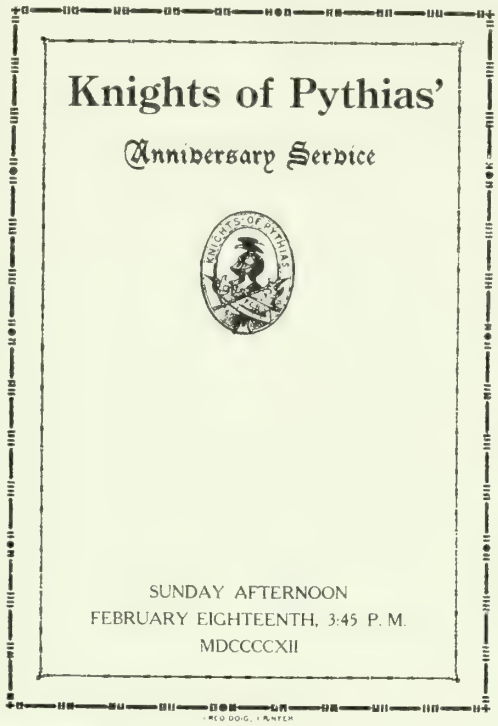
Catalogue Title Page from Moore Bros. Printing Co., Toronto, Ont.

Jas. B. Graham, Melita, Man.—Considering the nature of the copy, the cover of the Prize List has been exceptionally well arranged. The matter has been grouped very effectively to place proper emphasis on the important points.. Harmony has been fairly well observed in the use of rules and a single type face. However, in two points the cover may be a little improved. It will be noticed that the weight of the matter is toward the bottom of the page, when, properly speaking, it should be nearer the top of the page. The bottom would be lightened somewhat if the amount, "2,000.00," were set a little smaller, or the two cyphers and the period omitted. It will also be noticed that the spaces between the different panels, and the space between the inner panel and the type are the same,

giving a monotony of measure to the border. The simplest way to secure variety of measure would be to omit the inner panel. This would also give harmony of measure, for the distance between the heavy rule panel and the double rule panel would be just half the distance from the double panel to the type. The page is here reproduced.

Albert F. Stanley, Toronto, Ont.—The careful manner in which you have treated the specimens submitted is well exemplified in the cover of the Financial Statement of Yonge Street Methodist Church, which is probably the best specimen in your package. The balance, tone, harmony and grouping of the matter is good, and the stock cut is very appropriately used. The specimen is here reproduced.

Moore Bros. Printing Co., Toronto, Ont.—The catalogue recently printed by you for Heintzman & Co. is a very creditable piece of work. The typography is good and the presswork excellent, except, of course, for the engravings that reached you in poor condition. The cover has been very tastefully treated. A heavy, white antique, deckle edge stock has been used, with the type matter in blind embossing. An 18-pt. rule that runs around the page is printed in light buff, while in the centre of the page appears an oval half-tone of a nymph playing a piano. It is printed in light brown, and the oval has been embossed so that the half-tone would print on the rough antique stock. The inside pages are printed in black, light brown and light buff on coated stock. The title page is here reproduced.



Cover Page from Fred Doig, St. John, N.B.

Fred Doig, St. John, N.B.—The samples of your package this month are quite up to the usual good standard of your work. The cover for the programme of the Knights of Pythias is probably the best, and is here reproduced. Good harmony, balance and simplicity have, together, produced a very pleasing and effective page. However, it would be improved if a single typeface had been used and a slight alteration made in the border. As it is, monotony of measure is quite apparent, the space between the two panels being almost the same as the distance between the inner panel and the type.

To overcome this effect the inner panel may be drawn toward the outer panel or else the whole border may be drawn nearer the edges of the paper. The variety of measure thus secured would assist in improving the appearance of the page.

The probable reason why Harold Climo did not care for his billhead is the common, conventional treatment given it. In the insert of specimens appears a suggestion for the rearrangement of this billhead which will probably appeal to him.

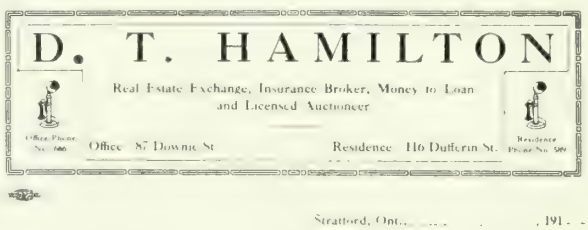
The Walker Press, Paris, Ont.—The distinctive treatment given your letterhead should leave at once an impression of quality and sincerity upon the recipient. The stock and subdued colors of ink are such as give it a dignified appearance. It is reproduced herewith; the original being printed in grey and black on grey stock. The lettering is embossed, while the panel and circle are in blind embossing.

The Thamesville, Ont., *Herald*.—Your samples of printing have been very creditably handled typographically and mechanically. The one deserving greatest commendation is the neat little announcement, printed in blue and brown on white antique stock, with a blue linen finish antique cover printed in blue. Another very pleasing specimen is the envelope enclosure printed in blue on white antique stock.

H. C. Miller, Stratford, Ont.—Dignity and neatness seem to be essential qualities of the stationery of a real estate or insurance business, and it is principally on this ground that a suggestion is offered in this issue for the rearrangement of the letterhead of D. T. Hamilton, which was submitted for review last month. Although the design of the original is good in itself, the matter does not seem to be suited for it. The main line is too widely spaced to look well, although it was necessary in this design to spread it out so that it would fit the allotted space. The rest of the matter does not seem to hold together properly or fit the design as well as it might. (See page 55).



Unique Letterhead of The Walker Press, Paris, Ont.



Letterhead by H. C. Miller, Stratford, Ont.
(See insert of specimens.)

The Printer & Publisher

The MacLean Publishing Co., Limited
143-149 University Avenue
Toronto, - Canada

PRESIDENT - - - JOHN BAYNE MACLEAN
EDITOR AND MANAGER - - - JOHN M. IMRIE
ASSOCIATE EDITORS W. A. CRAICK AND J. H. IMRIE

BRANCH OFFICES
MONTREAL, 701-702, EASTERN TOWNSHIP BANK BUILDING - O. S. JOHNSTON
WINNIPEG, 34 ROYAL BANK BUILDING - - - - - L. C. HARKNESS
VANCOUVER, B.C., 18 HARTNEY CHAMBERS - - - - H. HODGSON
NEW YORK, U.S., 115 BROADWAY - - - - - - - R. B. HUESTIS
CHICAGO, ROOM 607 MARQUETTE BUILDING, 140 S. DEARBORN ST. A. H. BYRNE
LONDON, ENGLAND, 88 FLEET STREET, E.C. - - - - - E. J. DODD

THE PRINTER AND PUBLISHER is published on the 30th day of the month preceding that for which the issue is dated. Subscription rates: Canada, one year, $2.00; six months, $1.00. United States, $2.50 a year. Great Britain and Colonies, 8s.6d. Elsewhere, 12s. Contributions are solicited and prompt payment will be made for all accepted matter.

The Work Must Continue

THE members of the Canadian Press Association who attended the annual meeting in Ottawa last month gave convincing evidence of their appreciation of the work that has been done during the past Association year. The reports of the executive committee secretary and treasurer showed that although 139 new members had been secured since the previous annual meeting the cost of maintaining a permanent organization for the year 1912 will be $1,000 in excess of the income from the fees of the present membership. Nevertheless, it was unanimously and enthusiastically decided that the larger work undertaken last August must be continued and the recommendation of the executive committee that the probable deficit for 1912 be met by voluntary subscriptions from the members was heartily approved. Over $500 was subscribed on the spot and most of the balance has since been contributed.

Let All Join Hands

EVERY newspaper published in Canada is a beneficiary of the advertising advertising campaign and other work in which the Canadian Press Association is now engaged, but less than 400 newspapers are contributing to the cost of this work. The co-operation of more newspapers is necessary if this work is to be continued and extended. During the next few weeks the members of the Alberta and Eastern British Columbia Press Association and the Western Canada Press Association will consider affiliation with the Canadian Press Association and it is greatly to be hoped that decisive action will be taken to bring both bodies into a close alliance with the Eastern organization.

There are many problems and much constructive work of interest to the entire press of Canada which can only be tackled by combined effort. The newspapers of Calgary and Vancouver are as much concerned in all this as are those of Montreal or Toronto, while the statement applies with even greater force to papers published in smaller places. It is not a case of the big association swallowing up the small ones; it is rather a joining of hands and a march forward shoulder to shoulder. If the C. P. A. has taken the initiative in organizing a permanent office, the other associations are benefiting from it to an equal degree.

Therefore, every publisher who has the welfare of the newspaper business at heart, hopes to see record attendances at both Nelson and Port Arthur, enthusiastic participation in the programmes provided and last, but not least, unanimous action in linking up the various Canadian press associations from Atlantic to Pacific.

The Convention and After

WITH the fifty-fourth annual meeting receding rapidly into the past, and all its varied events becoming merged into one general impression, the question arises as to what was the sum-total of its accomplishment. Of course, everybody who attended the convention had a good time; the people of Ottawa, from the Mayor down to the humblest bellboy at the Chateau were ideal hosts; the surroundings were impressive and inspiring. And yet to the serious-minded members of the association there was something lacking. It was not in the arrangements made for the comfort and entertainment of the delegates, nor was it in the number who attended; both were all that could be desired. It was certainly not in the hospitality of Ottawa, nor in the attractions the capital had to offer. It was rather a sense of incompleteness about the meeting itself.

The fact of the matter was that so far as the fifty-fourth annual convention was concerned, business was swamped by entertainment. Necessarily we must recognize that the social and amusement features are usually what draws the crowd. Without some relief of this sort, a considerable proportion of those present would be among the absentees. At the same time, the foundation of the event is business,

and it should receive recognition as such. For a well-conducted convention, business should come first and pleasure afterwards. Then there would be none of that wearisome and laborious rounding-up of members that consumed so much time, nor any need of cancelling meetings because a quorum was unobtainable, nor any cutting down of the programme owing to lack of time.

It would not be right, however, to leave the impression on the minds of readers who were not on hand, that the Ottawa meeting was simply a junket. Thanks to the programme committee, the arrangements were excellent and business was facilitated. The meetings were crowded and enthusiastic, and considerable good work was done. The only point of objection was that, had not members been so much engrossed with having a good time, the programme could have been carried out more nearly to the letter and important topics, which had to be passed over, could have been taken up. As it was, the time was all too short to crowd in everything, and business naturally suffered when a choice had to be made.

The Duty on Type Setting Machines

BOTH at the annual meeting and since the meeting considerable criticism has been directed towards the association in approving of the motion to send a deputation to interview the Government and ask for the removal of the duty on typesetting machines, etc. One charge levied was inconsistency on the part of many members who had opposed reciprocity, and yet were anxious to benefit from one of the proposals of that measure. Another charge was more constructive in character, being to the effect that such action on the part of the Government would act as deterrent to any manufacturer starting to make such machines again in Canada.

It would seem to us that both objections are a little far-fetched, and show merely a desire to cavil. Put in the simplest way, why should the newspaper publisher or printer be required to pay a heavy duty to the Government, when that duty is helping no Canadian industry. It is something apart altogether from the idea of reciprocity. Here we have Canadian and American publishers, both engaged in the laudable and necessary work of disseminating information, both engaged to that extent deserving of encouragement and support. The only source of supply of one of the most important machines in present-day newspaper production is in the United States. The American publisher can buy these machines at a certain figure. The Canadian publisher, instead of being placed on an equality with him, is penalized by his own home Government to the extent of being forced to pay a stiff premium on every machine he buys. Were any Canadian industry being built up, there would be some justification in asking him to pay the duty, but as it stands it is an unnecessary impost.

It has been the principle on which the Canadian tariff has been built, to protect existing industries and to enable manufacturers to secure their materials cheaply; in other words, to tax the finished product, but admit the raw material free. Why should not this idea be extended to typesetting machines, which are in a sense the raw material of the printing industry? Even the most ardent protectionist in the country would do as much, until such time as the establishment of a Canadian industry gave some reason for putting on the duty. This is all that is asked. It is not inconsistent with the policy that has long been recognized at Ottawa, and no consideration of what was said in the time of the reciprocity campaign need be taken into account.

Growing Broad-minded

REFERENCE was made in these columns last month to a line of policy adopted by the Woodstock *Sentinel-Review* in giving its readers editorial opinion from both sides of party politics, running the comments of Conservative editors alongside those of Liberal editors. This idea has been gone almost one better by the Ottawa *Free Press,* which signalized the meeting of the Press Association by throwing open its editorial page on June 6, to six prominent Canadian leader writers, representing both parties, who provided half a dozen excellent signed editorials.

We must admit that the editorial page as presented by the *Free Press* was extremely interesting; all the more so, because both shades of opinion were expressed and the personality of the writers was announced. The average newspaper reader, who is accustomed to turn over the editorial page with a sigh of weariness, is caught by this device, not only because of its novelty, but because of the prospect it presents of a lively commentary on public affairs. Indeed, it might not be bad policy for Canadian newspapers to carry this idea still further and arrange for a frequent inter-change of editorial opinion, prominent editors syndicating their best editorials to a pre-arranged list.

The point, however, which impresses itself most strongly on the observer is the broadening and more tolerant spirit which is being evidenced in the conduct of Canadian newspapers. A few years ago such a step as the *Free Press* took would have been deemed high treason. To-day it is appreciated as an indication of fair-mindedness. To the influence of the Press Association must this forward policy be attributed. Were it not that Canadian editors were being brought annually into close and friendly personal contact with each other, even this measure of progress would be inconceivable.

NEWS OF PRESS ASSOCIATION WORK

The Alberta and Eastern British Columbia Press Association will meet in Nelson, B.C., on Friday and Saturday, July 26th and 27th.

The full programme of this Convention is not yet ready for publication, but there is reason to believe that it will be one of the most attractive in the history of the Association. Among the matters of policy that will be discussed is the proposed affiliation with the Canadian Press Association. The secretary of that body, John M. Imrie, will be present, and conduct a conference on cost of production. The tentative programme of entertainment is as follows:—

July 25—Evening Business Session.

July 26—Excursion to Bonnington Falls, Granite-Poorman Mill, C.P.R. Chalet and Fishing Pool at Slocan Junction.

July 27—Visit to Blue Bell Mine and Sail on Kootenay Lake.

The Western Canada Press Association will hold its Sixteenth Annual Meeting in Fort William and Port Arthur, on July 31st and August 1-3.

The tentative programme of this Convention is as follows:—

July 31—Afternoon: Reception and General Association Meeting; Evening: Theatre Party.

August 1—Morning Meeting: Section Meetings; Afternoon: Automobile Trip Around the Twin Cities; Evening: Banquet in Prince Arthur Hotel, Port Arthur.

August 2—Morning: Section Meetings; Afternoon: Trip to Kahabeka Falls; Evening: Moonlight Excursion on Lake Superior.

August 3—Morning: General Association Meeting; Afternoon: Trip around Harbors of the Twin Cities.

The Daily Section of the Canadian Press Association has decided to hold its Summer Meeting in conjunction with the W.C.P.A. Convention, and the Officers of the latter organization are working hard to secure a gathering of the press of all provinces.

St. Clair District Meeting

A meeting of the printers and publishers of St. Clair district, including Lambton and a part of Middlesex was held at the Hotel Vendome, Sarnia, recently. There was a good attendance, and some interesting points in connection with cost of production were brought up for discussion.

Several publishers complained of difficulty in collecting from certain advertisers, and the secretary was instructed to notify the different companies complained of that the matter was before the association for consideration.

It was decided to meet quarterly, and the September meeting will probably be held in Forest, the centre of the Lambton fruit district, about the last week in August, when the newspapermen will take an automobile trip throughout the district.

The officers for the present year were elected as follows:—

President—H. J. Pettypiece, *Free Press,* Forest.

Vice-President—A. E. Sutherland, *Transcript,* Glencoe.

Secretary-Treasurer—G. E. McIntosh, *Standard,* Forest.

Executive Committee—Thos. Harris, *Guide-Advocate,* Watford; Geo. Richardson, *Despatch,* Strathroy; J. F. Perkins, *Topic,* Petrolia; W. Dawson, *Gazette,* Parkhill; J. McAdam, *Canadian,* Sarnia.

Essex and Kent Association

THERE will be a meeting of the Essex and Kent Counties Printers' and Publishers' Association at Chatham on Friday, July 19, when it is expected that there will be a full attendance from both counties. The meeting will be devoted to the discussion of the average cost price list, recently issued by the Canadian Press Association, and it is hoped that the price of printing throughout the two counties will be materially stiffened.

The Second Cost Convention

CHARLES H. TICE, manager of the Montreal Printers' Board of Trade, who is acting as secretary treasurer of the Second Session of the Canadian Printers' Cost Convention to be held in Montreal on October 24 and 25, has secured two excellent speakers already for that occasion. One of these is Albert W. Finlay of Boston, who will speak on the "Standard Uniform Cost Finding System," and the other, John Clyde Oswald, editor of the *American Printer,* whose subject will be "New Standards in the Printing Business," which will be a review of recent developments with a prophecy for the future.

All-Canada Organization Planned

A MEETING of the Executive Committe of the Canadian Cost Commission was held in Toronto on Thursday evening, June 20th. At this meeting a number of recommendations, to be made at the next session of the Cost Convention to be held in Montreal in October, were formulated. The exact nature of these recommendations it is not possible to disclose at present, but they will be of very great interest to all printers.

A definite plan of organization to include printers throughout Canada, will also be submitted to the convention at the same time.

The executive would appreciate receiving from any printer recommendations which they would like presented at the next convention. These recommendations to be sent to Chester B. Ames, secretary, 623 Confederation Life Building, Toronto, any time prior to September 1st. Such recommendations will receive serious consideration by the Cost Commission. Other meetings of the Cost Commission will be held prior to the Cost Convention.

Circulation Men's Convention

AT the fourteenth annual convention of the International Association of Newspaper Circulation Managers, held in Baltimore, on June 11, 12 and 13, W. J. Little, of the Montreal *Star,* was elected president. Canada was well represented, and took a prominent part in the proceedings. Greater efficiency in the distribution of newspapers was the main theme of the convention, and experiences of many years of newspaper work were related. The Canadians present were James R. Henderson, Montreal *Gazette;* Ray Williams, Montreal *Herald;* J. N.Chevrier, Montreal *Le Patrie;* W. J. Little, *Montreal* Star; G. A. Disher, Ottawa *Citizen;* T. V. Armstrong, Ottawa *Journal;* W. J. Darby, Toronto *Mail and Empire;* J. B. Stephens, Toronto *News;* W. L. Argue, Toronto *Star;* William Elder, Toronto *Telegram.*

Toronto Printers Sign a New Wage Scale Agreement

ON June 22, 1912, an agreement was made between the Toronto Typographical Union No. 91, and the Master Printers' and Bookbinders' Association, whereby the hand compositors, linotype operators and machinists of Toronto, will receive substantial increases in their wages. This agreement, like the former one, extends over a period of five years.

Hand compositors, floor men, stone men, make-up men and proofreaders, who have been receiving $17.00 per week will be paid at the rate of $18.50 per week from June 1st, 1912, to June 1st, 1914. From June 1st, 1914, to June 1st, 1916, they will receive $19.50 per week, from June 1st, 1916, to June 1st, 1917, $20 per week.

The wages of linotype, monotype and monoline operators and machinists, and typecasters and machinists, will not be altered at present, and they will continue to receive $19.50 per week until June 1st, 1914. From June 1st, 1914 to June 1st, 1916, they will receive $20.50, and from June 1st, 1916 to June 1st, 1917, $21.00 per week.

Overtime will be paid to all at the rate of time and one-half up to three hours. Over three hours, double time will be paid.

The agreement is signed on behalf of the Master Printers' and Bookbinders' Association by Rev. J. J. Redditt, Messrs. Atwell Fleming, A. F. Rutter, Douglas F. Murray, Fred Diver, Richard Southam and A. Macomb; and on behalf of Toronto Typographical Union No. 91, by Messrs. John T. Edworthy, Wm. Templeman, Carl Bender, David F. Johnstone, A. E. Thompson, and James M. Lynch, International President.

The City of Ottawa's Banquet to the Members of the C. P. A.

Report of a Brilliant Function on the Evening of June 6

THE city of Ottawa tendered a banquet to the convention on Thursday evening. The banquet was served in a beautiful ballroom of the Chateau Laurier, and the guests numbered about 250, including upwards of 200 members of the Canadian Press Association. His Worship Mayor Hopewell presided, and Hon. Geo. P. Graham, M.P., was toastmaster.

After the toast of "The King" had been drunk the toastmaster proposed the toast of "The Parliament of Canada," and in doing so, wittily adopted some technical terms of the pressroom to the long toast list before the guests. He said there was a "long run" ahead of them, and they would have to "slip the big belt over the high speed pulley." There was a kind of "two-color operation," rouge and blue, but there would be no rouge or blue to-night, it would be a perfect "tint," so perfect that both would sink into what they might call the Canadian tint. As those present had shown themselves to be good "feeders," he hoped they would not "slip a sheet." He, himself, was just a kind of "inset" to keep them from "offsetting." He expressed the deepest regret that the Rt. Hon. Sir Wilfrid Laurier, who was confined to his house and his bed by a bad attack of lumbago, was prevented from attending the banquet. He coupled with the toast the name of the Rt. Hon. R. L. Borden, Prime Minister of Canada, who would answer for both himself and Sir Wilfrid Laurier.

Rt. Hon. R. L. Borden, in replying to the toast, expressed the universal regret of all Canadians at the serious illness of Her Royal Highness, the Duchess of Connaught, but said he was glad to be able to state that the latest report of her condition was very much more reassuring than it was yesterday. Their Royal Highnesses had devoted themselves, since coming to Canada, to the discharge of their duties, with an earnestness and a zeal which had endeared them to all the people of Canada.

Mr. Borden referred to his recent visit to the United States and to the splendid friendly relations existing between the two countries, and to the approaching celebration of the Century of Peace between them. Since the recent reciprocity discussion, he had spoken three times in the United States of America, and had received a welcome as hearty and generous as that which had been given him at this banquet. The people of the United States reciprocated to the fullest extent the very friendly feeling entertained towards them in this country. He reminded the newspapermen of the great responsibilities and duties resting upon them, and recalled Sir Wilfrid Laurier's reference to the press gallery in the House of Commons as the power above the throne.

Mr. Borden referred to a criticism made by an eminent representative of the press of the United Kingdom, which he said had become a follower, and not a leader of public opinion. There was no doubt that the press in any country, under modern conditions, was more or less subject to a danger of that kind, and public men also were exposed to this danger. The news department of the press was perhaps overshadowing to a very considerable extent the editorial features as they existed years ago.

Mr. Borden referred to the material advancement of Canada, and said the increase in the customs revenue of Canada the present fiscal year over the past fiscal year would be equal to the entire customs revenue of fifteen or sixteen years ago. There was no danger about Canada going ahead fast enough in a material way; the only danger was that she would be tempted to go ahead a little too fast in a material way to the neglect of intellectual and moral growth, and in this respect the gentlemen of the press throughout Canada would be of the greatest possible service to people in this country in the future development of our nation. They had been equal to their responsibilities in this respect in the past, and he did not doubt they would be in the future.

In conclusion, Mr. Borden said: "One of the greatest things in a country like ours, with a very small population scattered over so vast an area of territory, is to make the various newspapers of the country thoroughly acquainted with each other and with the aspirations, ideals and points of view of different parts of the country. The press is the most powerful agency in that regard. We cannot in this country, I suppose, have any one, or two, or three great newspapers having a tremendous circulation over all the provinces of Canada. The conditions in Canada will not permit of that, as it is permitted in other countries, but if you join together in one great press association, in which the press of every province of Canada is thoroughly well represented, it seems to me you will have taken a very important step indeed, and if as I understand, that project is on foot, and is likely to be consummated, I most heartily congratulate you."

The Toast of the City of Ottawa was responded to by his Worship Mayor Hopewell, J. A. Chabot, M. P.; J. A. Ellis, M.P.P., and H. W. Baker, Publicity Commissioner of Ottawa. These gentlemen gave many interesting and instructive facts about Ottawa, and expressed the pleasure of her citizens at the opportunity of entertaining the newspaper men at this banquet.

The toast of "The Postal Service" was responded to by Dr. Coulter, Deputy Postmaster-General of Canada, in the absence through illness of Hon. L. P. Pelletier, Postmaster-General. Dr. Coulter touched upon various points of similarity in the functions of the post office and the press.

The toast of "The Press" was proposed by George S. May, president of the Ottawa Board of Trade, and responded to by John R. Bone, Toronto *Star,* the president elect, and Don. C. Seitz, New York *World.*

Mr. Bone said:

Mr. Toast-master, Mayor Hopewell and Gentlemen: I am sure I am voicing the sentiments of every member of the newspaper fraternity here when I say that we greatly appreciate the kind words and the hearty welcome extended to us on this occasion of our holding our annual convention in Ottawa. It has occurred to me that while you have been toasting the Press, we might properly temper our pride with an examination into some criticisms that are commonly made concerning the press. The press is accused of being unreliable. I think the Prime Minister had something of that in his mind in one or two remarks he made this evening and I am afraid there is a great deal of justice in the accusation. Not often do we hear the expression that used to be common that is: it must be so because it was in the paper. The newspaper is not always to blame, of course, as in the case

of the false news sent out the other day as to the safety of the "Titanic" and as in the case of a recent bank merger, when the bank officials thought it was no harm to deny that there was any negotiation right up to the moment the negotiation was completed. Nor do I mean to say that nothing can be, or should be, put into a newspaper until it is a conceded fact. Rumor is always news and legitimate news if published as rumor. The existence of a bona fide rumor that the Prime Minister proposes to give three Dreadnoughts to the British Admiralty is good news, even if the Dreadnoughts never materialize. The setting of a bomb is as good news as its subsequent explosion; it may be better, because the explosion might never come off. Of deliberate untruthfulness, I think the Canadian press is comparatively free. I would like to be able to say the same in as general terms of our press across the border. We have a great deal to learn from them, we have learned a great deal and we have much more to learn in enterprise in going after news, and in other ways, but my faith in the universal honesty of their news has been shaken more than once. To give an example: When Dr. Crippen fled to Canada, many American papers sent correspondents to meet the ship and nearly all of these published despatches giving accounts of confessions, and attempted suicides, and all sorts of other happenings in connection with that event which was subsequently proved to be absolutely false, and which could not have been known at the time if they had been true. But while there is little of deliberate faking or untruthfulness in Canadian news, I am afraid there is a great deal of carelessness in getting at the facts and presenting them. If there is an outstanding fault in Canadian newspapers to-day, I believe it is an inaccuracy that amounts sometimes to slovenliness, and undermining public confidence, inaccuracy is almost as dangerous as deliberate faking.

The press is accused of sensationalism but it seems to me that in this regard a good deal of the criticism is ill-founded. If sensationalism is simply a prompt display of the news and of such features of it as are of particular interest I want to be regarded as the exponent of sensationalism.

After all, is there anything inherently evil about big black type? It may be a waste of white paper, and it may carry unnecessary emphasis, like shouting in a man's ear when a whisper would serve as well, but there is nothing immoral about it. A clergyman once criticized, to Arthur Brisbane, the black and red splashes on the front page of the New York Journal. Brisbane says that he answered by saying: "We model that page after a thunderstorm, which is the work of the Creator. The black type represents the thunder-clouds, the red line is the lightning and the coming comic supplement is the rainbow." He was only sorry he could not reproduce the thunder, too. While a thunder storm may not be immoral, one every afternoon gets slightly monotonous, and may be nerve-racking.

The sensationalism that is evil is the sensationalism that is untruthful and the sensationalism that is indecent. Clean Canadian journalism has no place for either of them.

Then it is urged against the press that it is under the control of capitalistic interests. Only three or four years ago, at one of these annual dinners of the Canadian Press Association, we heard the late Goldwin Smith, in one of the last public utterances which he made, speak in a pessimistic tone on this subject. "Who is behind the press," he asked. There is here, of course, a serious danger, a danger that is greater now than ever before on account of the increased capital required to finance a newspaper. It is a serious consideration because I think it is axiomatic that no newspaper can rise higher than its proprietor, and the salvation of our press depends on its control remaining in the hands of high-minded, public-spirited citizens. No doubt, as long as the rewards and influence of newspaper ownership are as high as they are now, the newspaper will be an attraction for designing men and yet it seems to me that we do not need to be greatly alarmed at the prospect. The capitalist who hopes to put in effect sinister designs against the welfare of the public, simply buying up newspapers, is doomed to disappointment. The reason is, that no newspaper can have any lasting influence unless it is permeated with absolute sincerity. It is no easier for a newspaper to lead a double life, than it is for an individual, the exposure and disaster are just as inevitable in the one case as in the other.

Then, the press is criticized on account of its partisanship, certain amount of adherence to political parties, may be in some cases advisable, but the partisanship is unfair and that results in suppressions of misstatements of an opponent's views is, I think, quite indefensible apart from fairness to opponents. I would distinguish between good and evil partisanship in the following terms. If the Rt. Hon. Gentlemen, who leads the Conservative party, is advancing certain principles which are recognized to be in accordance with the principles of the Conservative party, he has a right to expect from newspapers calling themselves Conservative, a loyal support, but I submit he has no right to say: we have done this, or we have done that, and we expect you to support us because it is a party question, and because the honor and safety of the Conservative administration is at stake—and if the Leader of the Opposition, Sir Wilfrid Laurier, were here, I would remind him that what is sauce for the goose is sauce for the old cock.

Then the press is accused of commercialism. If you want to see what commercialism will do for an institution which in former days vied with the press, in its influence on the public, look at the theatre. If you want another example, look at the book publishing business. That the newspapers have as yet higher standards than either of these institutions, can, I think, be demonstrated by asking how many of the modern plays or modern best sellers could find their way into the columns of your papers as serials, even if the publication rights were presented to you. But the charge is that the newspapers are showing a tendency to become money-making institutions. A newspaper must be self-sustaining. It cannot maintain its self-respect otherwise. But I will not say that there has not been in recent years a tendency to fall down and worship the business office. Perhaps the reason is, that for a long period business ability was so rare in newspaper offices that its value became over-rated. But surely the power of mere money making is not these days such an unusual gift. What rare genius is required to buy a lot in a prairie town for $100 and sell it for $1,000 or to buy a hog at eight cents a pound and sell it at twenty cents a pound, and if there is nothing more in paper-making than in buying white paper at two and a half cents a pound and selling it so as to yield three cents a pound, we, who are engaged in it might be as well working in a pork factory or a brick yard, perhaps our condition would be better because we would be making more money and making it faster. But there is something higher in newspaper making than this, something higher is required before the necessary transaction can be performed of buying white paper at a fixed price and selling it to yield a profit. If business management ever made a great and influential newspaper, the path of the designing capitalist would be easy because he can generally command the best money-making ability in the country. A man without legs may hobble along on crutches, but if he loses his heart he dies and while legs may be a very desirable adjunct, even to a newspaper, the thing that is absolutely necessary is a heart and a soul and that soul should be attuned to the soul of the nation.

What is the mission of the press? The other day a reporter from our paper called on a large employer of labor and asked him for information concerning conditions under which his employees were working. His answer was: "What business is that of the Star. I do not go down to your office, enquiring into your private affairs, and why do you come to me." That may seem to be a complete answer, but I do not admit that it is. I submit that anything that affects the welfare of any individual may properly become the business of the newspaper. If the church has lost something of its grip, especially in our large cities, it is because I think either through lack of leadership or lack of sympathy it has lost something of touch with the masses of the people. Every great advance the cause of Christianity has made, with perhaps one exception, has been when it has turned aside from the blandishments of those high places and concerned itself with democracy.

The mission of the press is the service of the masses of the people. The newspaper man must have a rich, broad sympathy with his fellow-man. He must, in spirit, enter into the homes of the people, to toil with those who toil, and suffer with those who suffer. If his blood does not boil up within him whenever he sees injustice, his mission in life lies elsewhere. The mission of the press is to hold up the mirror to the events of to-day and so interpret them that to-morrow the life of the nation may be sweeter, happier, more intelligent, more prosperous. Is this Idealistic? Perhaps, but I think it is also the path to commercial independence. The tree that sends its roots down deepest into mother earth is safest in the storm. And the newspaper that has the gratitude and the respect, and the affection of the masses of the people, is master of the advertiser, is independent of the ambitious politician and can snap its fingers at the designing capitalist.

There are those who deplore the decline of personal journalism. These regrets, I believe, are unnecessary. In the first place, I have a suspicion that the prowess and the influence of what are known as the great personal journalists of the last generation, have been slightly overestimated, and in the second place, personal journalism has not vanished because all journalism is personal. Every man in the newspaper office, from the proprietor to the office boy puts his personality into the paper and in any case in spite of the criticism that I have outlined, the press was never more powerful than it is to-day and if it marches forward, avoiding the pitfalls, and holding up as its ideal the service of the masses of the people, it will, I believe, become the greatest human instrument for the betterment of mankind this world has ever seen.

The Newspaper of To-day

Mr. Seitz said, in part:

Mr. Toastmaster, Mr. Borden, His Worship the Mayor, and Gentlemen:—

I am here to-night simply as an adjunct to the Canadian Press Association and most of my speech has been made by the Prime Minister and Mr Bone. It seems almost superfluous that one should be asked to respond to "The Press" at a meeting of newspaper makers, and yet I think there is nothing we enjoy as much as hearing ourselves talk about ourselves. It is a great pleasure to argue with a man who agrees with you, and so the shop talks are always interesting even if they are not always varied. And besides we do learn something when we get together; we get acquainted and get to know each other and that, gentlemen, is one of the most important things about the development of what is called, for the lack of a better name, the newspaper business. You know that in the old and early days of newspapers there used to exist a fine rivalry wherein editors slammed each other in the interest of somebody else. That hour, I think, has passed almost entirely away. The editor used to dwell in poverty and financial affliction also, that, too, is going down the slide.

If I were to talk for a week I could not give you a better doctrine than this: never go back on a subscriber. When I speak of a subscriber I mean the subscriber at large, who takes the paper and has a right to believe that the paper is doing the best it can to tell him what is going on. Of course the paper does not always succeed in reaching all its subscribers. We have had some difficulty in Canada ourselves. When Mr. Graham laid out his elaborate color scheme in his opening address, I was in hopes it would touch the heart of the Prime Minister and the Deputy Postmaster-General and they would see that our red and blue articles were disposed of in the streets of the leading Canadian cities on the Sabbath day which bears the date of issue instead of compelling us to make up a mongrel sheet out of Friday morning's paper with a special supplement and hand it out on Saturday afternoon to a cheated public. I do not make this in a form of a plea, but I think when Mr. Graham so eloquently stated the advantages of harmonious combinations of colors it should have told in our favor. As to the rate of newspaper postage in Canada I may say that the rate far carrying newspapers published in Canada through the Canadian post office is one-quarter of that in the United States and we have always a deficit for which we, of the Press, are entirely responsible.

Newspaper making is a great art and Mr. Bone spoke accurately when he said that the business office has nothing whatever



DON C. SEITZ
The manager of the New York World, was the stellar attraction at the Ottawa meeting.

to do with it except to collect the money and pay it out to the editors and the rest of the help. Without an editor all is vain. I do not believe that there can be a successful editor unless he is backed by the forces below and when I say that I do not mean at all that he is controlled by them. But a good business management on a successful newspaper will go to the editor every day and say to him, in friendly terms, "What do you want?" and then get it for him as nearly as they know how. I do not know a single successful newspaper in the United States that is not run on that principle. Give them the money and then tell them to jump for it. They will do a great deal when they are properly encouraged. I have had 20 years' experience in the business office of a New York newspaper and I think I know.

I do not think there is any danger of any capitalistic control of the newspapers of the country. I do not believe there is any possibility of the newspaper ever deceiving its readers, because rivalry and energy in news producing and editorial writing are so great that what one paper fails to do another will do and so all the world grows wise. How can a newspaper deceive when it prints openly on its pages every day all that it has on its mind? We have not the faintest idea what the Premier is thinking about or is going to do to us to-morrow but the Free Press and the Citizen and the Journal will tell us all about things as they see and hear them and if they are misinformed or inaccurate, they will have to pay the penalty. We sometimes hear that newspapers are scandalous and libellous and attack people unjustly. I have been 20 years on the most aggressive newspaper in America and in that time we have been sued for libel five times by gentlemen whom we attacked. In that time we had altogether about 120 libel suits, but the others were purely accident cases where somebody printed the wrong picture of the right lady or where we said she eloped and did not mention the marriage ceremony, just as a railway does not kill people because it wants to but because the engineer was looking out in the other direction. These matters are beyond human control.

Mr. Seitz briefly sketched the five libel suits to which he referred, showing that in none of them had any substantial injustice been done or a verdict enforced against The World. Then he continued:

So that is the record of 20 years of an aggressive newspaper trampling ruthlessly upon the feelings of others. Lately in the United States we have had a more or less active movement against the newspapers. Mr. Bryan is anxious to have us shut out of the post office unless we will print columns at least once a week, who our stockholders are. Another set of people think it would be a great thing if the editor's name were signed to everything. No one would want that for a week because John Smith's opinion is of no value, Bill Jones' opinion is of no value, Harold Sinkins opinion is of no value; but the people want to know what is the opinion of this great force. They want it to come as a great force and it can only come as such in the form it now takes before us. The editor does not hide his name in fear, but because you can only make a newspaper great by making it concrete, and can only make it concrete by submerging the individual worker. What would a piece of granite be if the elements were taken apart? dust in the street. And so would be a newspaper if it were made in this clumsy fashion, and I believe that all these moves are made by men who, in the back of their heads, have the idea of limiting the liberty of the press. They think if they exposed the individual worker to their attacks he will become timid and inane and there can be no other just reason than this. There was a legend in the Crusaders that a Scottish company of knights carried the heart of Bruce with them to the Holy Land. When they met the enemy, a strong man threw the silver case containing the heart of Bruce as far as he could into the horde and the company followed and took it back again. Newspapers do that. They take business risks that no business man would take. Business is timid. Ask a group of business men to do something against the Premier and see how they would crawl under the barn. Ask a bunch of newspaper men and see how interesting they would make it for him. When the amiable Cervantes in his prison cell laughed knight errantry away from Europe, he did not know that he and the pen were taking its place, that the newspaper with its great power and interest in the public welfare was doing exactly what the wandering knight sought to do, going through the highways and rescuing the oppressed, and slaughtering dragons.

What shall I say of ourselves? In this great co-operation called Life, the elements that are educational are those that carry the least rewards. The school teacher works for the poorest pay brother to the writer, the reporter and editor, the magazinist all on meagre fare. Now and then "a best seller" is exploited, in some way catches the public eye, and enriches a person here and there, but the great rank and file are in moderate circumstances. The country editors may not be rich, but how brave they are in their little communities defying the rich, defying the wealthy, defying their creditors. I know an editor to whom the magnate owning the building, came and said: "I shall foreclose this mortgage and you shall print your rag in the street." And the little man said: "Very well, I will print it there." And many a little editor, some village Hampden has done the same.

I like to think of the men on the press as always young, because, you know, it is a young profession, no matter how long we may live in years. We are in touch with the far ends of the earth. The wires are like the nerves in the body. The news comes pouring in and we are perpetually interested and always young.

The toast of "The Commercial Interests of Canada," was responded to by Hon. W. T. White, Minister of Finance; A. E. Fripp, M.P., and N. Champagne, M.P.P.

The singing of the National Anthem concluded at midnight a most enjoyable evening.

Winnipeg Board Elections

At the annual meeting of the Winnipeg Printers' Board of Trade, the following officers and executive were elected:—G. H. Saults, president; John Stovel, vice-president; Geo. Wilson, secretary; H. J. Hardie, treasurer; A. W. Puttee, auditor. Executive Committee, E. J. Ransom, J. B. McCracken, J. Easton, H. Willson, E. J. Reynolds, Wm. McLellan.

Winnipeg Printers are fairly busy and looking forward to a prosperous summer. Several new machines have been added to plants to take care of the natural growth of business here, and are at present all busy.

The first picnic of the Winnipeg Printers' Social Club was held at City Park on June 8, about 200 printers their wives and families attended, and had an enjoyable outing. The Free Press Job Dept. were defeated by the Ransom Engraving Co. at baseball. Baseball, football, tennis, etc., were the order of the day. Lunch was served at 4 o'clock to all those who wanted it.

ALVIN S. DUNBAR, Manager.

Top Sheets and Duplex Presses

By F. H. Dobbin

Manager, The Review, Peterboro

WITHIN the last ten years many duplex presses have found a way into newspaper offices in the smaller or out-of-city daily papers. These presses print from the web, and from type-set formes, avoiding the detail of stereotyping. The distinctive feature of the operation of the press is the movement of the paper, the feed and delivery being continuous, while in between, on each reversion of the impression cylinders, the web makes a jump equal to the depth of the page of the paper. All this calls for a stock firm, yet pliable, strong, yet not too thick, a paper different in many respects to that used on flat-bed presses.

Printing, as it does, one side of the sheet and in an instant the other side, what is known as the offset becomes an important point to consider. If offset is apparent, one side of the paper is disfigured. To minimize this as far as possible, special makes of ink have been devised.

Another important matter is the top sheet or cotton, as it is called. Necessarily the blankets of the printing surface require to be covered with something that can be discarded and replaced with fresh, because of the accumulation of ink from the offset. Cotton of all degrees of strength and thickness has been tried, generally what is known as unbleached or sheeting. If too thick and coarse in the weave the impression is disfigured. If too thin the cotton will tear and break, and worse, in stretching will form wrinkles that will break the web of paper.

And just here a curious mechanical difficulty comes in. The surface of the blanket is not smooth, rather wooly. The cotton is also rough. When the cotton is wrapped around the top sheet bar and tightened the friction set up is enormous. A bar of steel, half an inch in diameter has been broken in the effort to get the cotton tight and free from wrinkles. The operation is the bane of the pressman, so long as he uses plain cotton.

All sorts of materials were tried. Some of the glazed cottons promised well, but proved too weak, once the stiffening material had worked out. A satisfactory material was found in an oiled cotton, made for the purpose, and was stumbled on by accident and on seeing it used in a woollen mill. The cotton is thin, but strong. It has been treated with oil, and will not soil the blanket underneath. It does away entirely with the clinging of the blanket and cotton when being put on. Without stretching it will go on smooth and flat, and will not stretch under the impression. That point alone would recommend it if for nothing else. Its use minimizes the number of changes of top sheet. Frequently, changes need not be made oftener than once in two weeks.

Another thing: Duplex blankets are expensive when they are bought in the 70-inch widths. Get two yards of 24-inch blanket, making two pieces of 24-inch width, and total surface of 72 inches. Sew a strip of strong canvas along both edges, one strip to attach to the hooks and the other to go around the reel. The blankets will meet in the centre, where the margin of the paper is blank. The pieces need not be joined. Such a form of blanket will cost much less than if one piece, and answer equally as well.

There is another advantage. Many papers that are printed on Duplex presses are issued part of the time as papers of seven columns to the page and of six columns. When of the latter size a part of the blanket not covered by the impression is not worn as much, and when the seven column size is reverted to the part of the blanket not used, is perceptibly thicker, giving a much stronger impression, for a time, and breaking the paper. With the blanket in two pieces these may be turned end for end, bringing at intervals, the unused part under the impression surface, in the centre of the cylinder.

This form of press is a compromise between the rotary and the flat bed sheet fed press. Like all compromises, it has its limitations. A prolific source of trouble is the splitting of the paper and consequent breaking of the roll. Tension, speed of press and strength of paper all are material. Lack of strength in the paper is a source of endless bother. Uneven impression, so far as the forms of type are concerned is a fruitful source of trouble. With forms made up of a mass of machine slugs, case types, stereo. plates in news form and advertising plates on metal and wood bases there is sure to be a marked inequality. There is no opportunity to underlay or overlay. It must all print under one general sweep of impression. Column rules come up and cut the paper.

Column rules may be made to keep down by having someone with an emery wheel or grinder, trim the rules that the sides along the face shall be about the thickness of a ledger paper thinner than at the bottom. The wedge effect helps the type to hold the rule down. Large cuts print fairly well, and half-tones are printed surprisingly clear and distinct. It will be found that cuts will split the paper unless placed in particular places on particular pages. Something in the stretching of the paper, in the air confined in the type spaces bordering on the cuts appears to do this.

Paper in rolls for the Duplex and other papers come highly charged with electricity, especially in cold weather. This interferes with the efficiency of the feed rolls and with the tension manifestly the paper cannot be wet to drive out the electricity, but it can, with excellent results, be dampened.

Between the paper roll and feed rolls set a long trough of copper or other sheet metal. Let it be length of the web, and closed, but with the top perforated. Arrange a pipe, also perforated at intervals of two inches underneath the trough. Connect this pipe with the gas supply pipes of the office. Fill trough nearly full of water, light the gas, and presently a stream of steam will issue from the trough and follow along the web to the feed rolls. It will do away with the bothersome electricity, dampen the paper and reduce the offset. If steam be used in the pressroom, then a pipe will answer without the trough, taking care that the first rush of the steam when condensed into water in the cold pipe does not weaken the web.

NEWS ITEMS

BRITISH COLUMBIA.

Brunton L. Baker, who has been on the staff of the Herald, of Yarmouth, N.S., since 1893, has come to Vancouver to live.

Another wedding was that of James Buckingham, of the staff of the Morning Sun, to Miss Elizabeth Cicely O'Donnell, of Vancouver.

George S. B. Perry, well known in British Columbia newspaper circles, is now editor of Opportunities, a Vancouver monthly publication.

The Revelstoke Mail-Herald started a subscription contest on May 25, which will extend to July 6. Ten prizes of a value of $1,800 are offered.

The Inland Sentinel of Kamloops closed a voting contest on June 8. It gave as first prize $1,000 in gold, and there were several other valuable prizes.

H. F. Bird, who has been connected with the Victoria Colonist as outside collector has joined the Hutcharm Advertising Company, located in the capital.

The North Vancouver Express issued a very creditable special number in the week of June 15th. Few publications give evidence of greater appreciation on the part of the merchants.

J. D. McNiven, fair wage officer of the department of labor at Ottawa, who was also on a trip to the coast, is a printer by trade and for several years was foreman on the Victoria Times.

The Vancouver Press Club recently held another of its successful jinks nights, when some very good amateur and professional talent contributed to the entertainment of the members.

Fire did a considerable amount of damage to the building in New Westminster occupied by the Daily News. One of the linotypes was put out of business, but none of the issues were missed.

R. K. Scarlett, who was formerly connected with the Vancouver Province, but who later entered the service of the C.P.R., has been promoted to the charge of the city ticket office recently opened by the C.P.R. in Regina.

W. E. Playfair and W. R. Gordon, two well-known coast newspapermen, have taken over the Fort George Tribune. Mr. Gordon was wedded in Vancouver on June 8th, and left with his bride for the northern interior.

When the Coquitlam Star issued its special progress and development number early in June the occasion was celebrated by a banquet given by the company to its employees, at which a number of municipal dignitaries were present.

F. R. Bloekburger and Dr D. G Schumacher, editors of the Western Canada Post, a Vancouver German weekly, have been committed for trial on the charge of libelling Alvo von Alvensleben and A. T. von Etlinger, German Consul in Vancouver.

A. L. Corrigan, who has been on the advertising staff of the News Advertiser, has been transferred to the Colonist, Victoria, which is under the same ownership. On his departure for the capital, he was made the recipient of a set of ebony brushes.

It is only in the new West that the opportunity offers that was taken advantage of by the Vancouver Province recently. It has an issue printed on British Columbia paper, the first manufactured in the province. This paper was manufactured by the Powell River Pulp and Paper Company, established by American capitalists who have spent about two million and a half dollars at Powell river

Several newspapermen have been visitors on the Pacific Coast during the past month. They included J. F Mackay, manager of the Toronto Globe; Fred Field, editor of the Monetary Times; H F Gadsby, one of the best known of Canadian journalists; William R Smith, of the San Francisco Examiner; E. W. Thomson, Canadian editor of the Boston Transcript; and J. J. Freel, president of the International Stereotypers and Electrotypers' Union, accompanied by George Williams, secretary of the International Union.

Vancouver and its environs, known as Greater Vancouver, is quite a place for newspapers Few cities of the same size have so many publications, daily and weekly, without taking into consideration those that are issued monthly. Each section of the city has its own district publication, all succeeding, with a very flourishing semi weekly in North Vancouver The latest to start is the Ferret Weekly in the east end That times are not bad with these outlying publications is indicated by the fact that the Point Grey Gazette, published at Eburne, is installing a new cylinder press Formerly the paper was printed in Vancouver.

ALBERTA.

The Calgary Herald had a breakdown in their press room on June 1 A reduced edition was run off on the press of the Albertan.

The Edmonton Journal is running another subscription contest. The Capital is conducting a guessing contest as to the number of people in Greater Edmonton.

The Wetaskiwin Times, of which V. C. French is editor and proprietor, is another western newspaper to have published a special number It partook of the usual features of such editions, giving a comprehensive idea of the place and its various interests.

The Edmonton Daily Capital is running a lively circulation contest, the first prize for which is a free deed to 160 acres of good farming land The second prize is an automobile and besides this 25 smaller prizes The contest closes on July 10

Jess Dorman, who recently disposed of his interest in the Calary News-Telegram to George M. Thompson and Charles Tryon, was quite an outstanding figure in Western journalism His first business venture was the acquiring of a weekly paper in the State of Washington This he sold and went to college, where he studied law, later practising in Spokane. Then he resumed journalism on the San Francisco Post. From San Francisco he went to the mining camps of Nevada, and then drifted to Calgary, where he joined the Herald. Leaving the Herald he established the Optimist, a weekly, which he sold to the Standard on assuming control of the old Daily News. This paper he brought from a condition of bankruptcy to a permanent position. Mr. Dorman has gone to reside in San Francisco.

In anticipation of the World's Dry Farming Congress, which will be held in Lethbridge in the fall, the Daily Herald of that pushing city has issued a handsome souvenir number in tabloid shape, with brilliant colored cover The number runs to 72 pages, and is brimful of information about Lethbridge and its business interests. The advertising patronage has been excellent.

SASKATCHEWAN.

J. P. Gordon, editor of the Alameda Despatch, has purchased an automobile.

It is reported that William L. H. Baker will shortly establish a weekly in Loreburn.

David Bradley has taken over the newspaper at Forward, which suspended publication last December.

H. McD. Hueston, editor and proprietor of the Herald, Prince Albert, was married on June 19 to Miss Rilley, Ottawa.

The Regina Standard announces a big subscription contest, with prizes aggregating $10,000 in value. A commission of ten per cent. on all subscriptions is a novelty.

Fraser Stewart, member of the staff of the Regina Standard, and competitor in the Olympic elimination contests, will accompany the team to Europe as special correspondent of the Standard.

The Moose Jaw Times is conducting a voting contest to determine the eight most popular ladies of the district, who will participate in an excursion which will leave Moose Jaw early in August and take the water route as far as Halifax.

What a difference possession of an auto makes! The late president of the Western Canada Press Association, E. S. Zingg, editor of the Wapella Post comes out with this talk in a recent issue: "The lot at the back of the Post block has served as a free feed yard for some time past. This lot is the property of the editor and was not purchased for the use to which it is put. We would be pleased if those who make it a practise of leaving their horses and vehicles thereon would find some other place to leave them, as we will not be responsible for any damage done through horses becoming frightened by our auto."

MANITOBA.

John B. Hurtubise died in Winnipeg on June 5. He was probably the oldest printer in the city, having spent 59 years in the trade, being latterly connected with the newsroom of the Telegram. He was born in Vaudreuil, Quebec, learned his trade in Huntingdon, and lived for many years in Lowell, Mass. He came to Winnipeg nine years ago, and was first employed by the Stovel Printing Company.

ONTARIO.

Mr. Shortt, formerly a newspaper man of Swastika, has joined the staff of the Cobalt Nugget.

A. H. Bate, member of the London staff of Canada, is making his annual tour of the Dominion.

W. A. Moyer has resigned the managing editorship of the Kingston Standard to return to business in St. Catharines.

H. Bellamy has assumed control of the Dungannon News from L. S. Palmer. Mr. Bellamy was editor for some time past.

John T. Burns, instructor of printing at the Deaf and Dumb Institute, Belleville, has retired after twenty-two years faithful service.

It is reported that a French daily paper is to be established in Ottawa, an organ for the French-Canadian Educational Association of Ontario.

The Industrial Banner, the monthly labor paper, published in London, has been absorbed by the new provincial labor paper, which will be established in Toronto.

W. R. Young, son of C. W. Young, of Cornwall Freeholder, who has been doing journalistic work in Renfrew, has joined the reportorial staff of the Freeholder.

George Wight has succeeded F. E. Trautman as editor of the Fort-William Times Journal. He was formerly night editor of the Winnipeg Telegram. Mr. Trautman has joined the C.P.R. in Winnipeg

R. F. Parkinson, business manager of the Evening Journal, Ottawa, addressed the Life Underwriters' Association of Ottawa recently on "The Application of the Services of Present Day Advertising to Life Insurance."

The faculty of education, University of Toronto, are launching an educational magazine, to be called the School. The first number will appear in September. Dr. O. J. Stevenson is editor, and W. J. Dunlop business manager.

The printing business formerly known as Birdland Society Printers, London, has been purchased by H. R. Franks, and is being operated by him at 75 Bathurst Street, under the firm name of H. R. Franks & Co. Mr. Franks has been superintendent of the printing department of Birdland Society for the past three years.

QUEBEC.

M. S. Foley, editor and proprietor of the Montreal Journal of Commerce, is dead.

The Montreal Financial Times made its first appearance on June 22. T. K. Dickenson, formerly financial editor of the Herald, is editor, and B. K. Sandwell, also of the Herald, is associated with him

The Montreal Herald has a big circulation contest on its hands. Every one who secured 25 paid-in-advance subscriptions by carrier, before June 22, and who won no other prize, was given a free vacation trip to the seaside. The big prizes, consisting of a trip to Europe, a player piano and an automobile, were valued at $35,000.

Archbishop Bruchesi issued a pastoral letter on June 3rd, condemning Le Pays, a weekly paper published by Godfrey Langlois, M.P.P., as harmful in tone, and issuing a warning that if its broad policy was not discontinued it would be forbidden to the faithful. Mr. Langlois in reply asserted that he was not attacking religion, but simply urging compulsory education and the material improvement of his race.

The case of Madame Rebecca Morin, daughter of the famous ex priest, Father Chiniquy, against the publishers of La Croix,

was opened before Judge Greenshields in Montreal on June 10. Madame Morin claimed $10,000 damages for statements made in the paper to the effect that her father could never be legally married, and that consequently her mother was a concubine. Judgment was handed down on June 21, allowing the plaintiff $3,000 damages.

QUEBEC.

H. F. Guest, for a number of years a municipal reporter for Toronto News, has accepted a position with The Witness, Montreal.

George Clarke, until recently with the advertising staff of Montreal Star and Herald, has decided to seek his fortune in the real estate world.

The $35,000 Centennial Contest promoted by the Herald Publishing Co., Limited, has concluded and an appreciable number of new names have been added to the mailing list as a result.

H. M. Scanlon, of Montreal Herald, leaves shortly for the West where he will write special articles to be used in special Western editions which the Herald purposes issuing in the near future.

J. Perley Black, advertising manager of Montreal Herald, finds the atmosphere too depressing and weakening at present and moves around the city and suberbs in a well-appointed automobile.

J. Vernon Mackenzie, formerly of Toronto Star, has left Montreal for Europe to spend some time there studying economic conditions in connection with his course of journalistic studies now being taken at Harvard University.

A party of newspapermen representing the leading papers of Montreal, the principal Ontario cities, and some U.S.A. centres were the guests of the Grand Trunk and Central Vermont Railways at the inauguration of the Grand Trunk's New Seaside Limited service on June 23.

MARITIME.

C. E. Crowell, of the Morning Chronicle staff, Halifax, has been working on the Dalhousie University campaign to raise endowment.

Hugh Sloan, foreman of the Kentville Advertiser, visited Boston last month, besides taking in many other points of interest in Massachusetts.

J. E. B. McCready, editor of the Charlottetown Guardian, has severed his connection with that paper to become publicity agent for the Province of Prince Edward Island. He was editor of the Guardian for more than sixteen years.

Stanley K. Smith, who has been for years connected with St. John newspapers, having been with the Telegraph and Standard for some time, and who is at present on the writing staff of the former paper, left last month for Ottawa to take a position on the editorial staff of the Ottawa Journal.

At a meeting of the Typographical Union of St. John recently the matter of apprenticeship was discussed and a report of progress made to the effect that the move to establish conditions of apprenticeship in St. John similar to those in other cities, was meeting with encouragement. A sum of money was voted to the striking pulp workers in St. George.

Howard P. Robinson, Anslie S. Moore, Malcolm A. McLeod of St. John, and James D. McKenna and S. H. White, of Sussex, are applying for incorporation as the R. D. Robinson Publishing Co., Ltd., with a capital of $49,000, to carry on a printing and publishing business, with offices in Moncton, N.B.

Frederick E. Jordan, formerly connected with newspapers in St. John, but now editor and publisher of the Gazette, of Chatham, was married recently to Miss Harriet Leah Scovil, by Rev. G. F. Scovil, in St. John. They took a honeymoon trip to Upper Canada, and have returned to Chatham to reside.

Judgment was given recently in the case of Mabel E. Murchie vs. the Mail Publishing Co. of Fredericton, N.B., in which the plaintiff was awarded $175 and costs. This was an action brought by Mrs. Murchie over what she alleged was a breach of faith on the part of the publishing company concerning the outcome of a circulation contest which they had been conducting.

L. DeV. Chipman has purchased the Spectator of Annapolis Royal, N.S., from T. M. Seeley, and is acting in the capacity of editor and manager. Mr. Chipman is a graduate of King's College, Windsor, N.S.; filled the position of editor in-chief of the King's College Record for two years; for a year past has been assistant secretary of the Brotherhood of St. Andrew, with headquarters at Toronto, and is a young man of splendid ability who is likely to make a mark in journalism should he make that his permanent profession.

J. L. Stewart, editor of the Chatham World, N.B., was elected last month to a seat in the local Legislature in the provincial elections. He ran what he called an "independent ticket," opposing the Conservative party, and has the distinct honor of being one of only four opposition members elected thus far, the Government having made a clean sweep. Mr. Stewart, who is more familiarly known as "Commodore," is a veteran in newspaper circles, and is recognized as a citizen who will at all times uphold his rights and those of his friends, no matter at what odds. His being elected an M.P.P. is a matter of rejoicing on the part of his friends.

NEWFOUNDLAND.

The Trinity Enterprise has recently installed some extra machinery, including a steam power press.

H. Y. Mott, formerly editor of the Daily News, has been appointed Clerk of the House of Assembly, while P. K. Devine, of the reporting staff of the Evening Telegram, has been appointed assistant clerk of the same institution.

The Twillingate Sun has just installed a new press. This paper was formerly printed on a Columbia press which had done service in this country for over sixty years.

The editor of the Fisherman's Advocate has presented two memorials to the Governor against Hon. D. Morison, Attorney-General and acting Premier. The memorials have been submitted to the Secretary of State for the Colonies.

A. English has been appointed to the editorial department of the Fisherman's Advocate, while President Coaker intends touring the coasts of the country in the interests of the Union. At present the Fisherman's Union is the only union in the Colony possessing an organ of its own.

The death of Rev. Canon Temple occurred on the evening of 18th June. The reverend gentleman was of English birth, and came to this country over fifty years ago. For a number of years he edited the Diocesan Magazine, and was one of the ablest writers in the Colony. A son is editor of the Twillingate Sun.

The Western Star is soon to add a new section, to be known as the Rod and Gun Section. Published as it is in the centre of one of the greatest game locations in the new world, it will find ample material and will fill a want long felt by the numerous tourists who visit the west coast of Newfoundland every year. The Star will install a new power press and some other material. It is now having considerable repairs effected to its building, and also having it enlarged to meet the increasing requirements of the paper.

A. L. Barrett, manager Western Star, has addressed a letter to the managing directors of the different papers published in the colony, pointing out the great need of closer relationship between the financial heads of the different papers, that the price cutting as practiced by some concerns at present was tending to demoralize the printing business of the colony. Mr. Barrett received replies from several, including the publishers of two of the St. John's dailies, endorsing all the points contained in his letter, and promising their assistance in an endeavor to remedy the existing evils referred to. It is unfortunate that newspaper men should allow their political feelings to interfere with the financial end of their business, and this, in some way, Mr. Barrett hopes to remedy.

TRADE NOTES

NEW BUILDINGS.

The Hamilton Mfg. Co., of Two Rivers, Wis., are at work on the construction of additional buildings for their steel department. The new buildings have been designed by eminent engineers, and are of the most approved construction for steel work, combining the best light, together with strength and fire resistance.

The new buildings will provide approximately 70,000 square feet, which, together with the present steel department buildings, will total close to 100,000 square feet for that branch of the business. This is indeed a splendid indication of the great strides the printing world has taken in the last few years, and of the healthy tone of the business at the present time.

THE HUBER-HODGMAN COMPANY BRANCHING OUT.

The Hodgman press, which has been handled by Van Allens & Boughton, will be sold hereafter by the builders, the Huber-Hodgman Printing Press Company, with C. Frank Boughton as managing director of the company. The firm of Van Allens & Boughton, which has been so widely and favorably known, and which has enjoyed a most successful career, will be dissolved, the members of the dissolving firm, however, still retaining the individual interests in the Huber-Hodgman Printing Press Company.

With the advent of the new Hodgman press it was deemed advisable to put forth an aggressive selling campaign, and in furtherance of this plan offices have been engaged in the Metropolitan Building, New York, which will be presided over by C. Frank



JOSEPH POWELL

Mr. Powell is the Western Ontario representative of Stephenson, Blake & Co., type founders, Toronto, and is making a trip through the Canadian West this month.

Boughton, than whom there is probably no better known printing press builder in the United States.

An announcement in these columns of this important change would not be complete without some comment on the history of the business career of Van Allens & Boughton as well as the development of the new Hodgman press, and what this new machine means to the printing trade at large. Van Allens & Boughton have been a factor in the printing press business for the past twenty-six years, and all who know or have had dealings with them can vouch for their high standard of integrity and just treatment. The Hodgman press has been well tried out by the best printers in the country, who give it an endorsement for its superior bed movement and its pronounced labor-saving devices at every point. To the trade at large and to the friends and acquaintances of C. Frank Boughton, it is only necessary to state that the central location he has chosen (in the Metropolitan Tower, corner 23rd Street and Madison Avenue), was selected for their convenience, and it is probably needless to say that they will avail themselves of an early opportunity to visit him in his new quarters.

LOCATED IN MONTREAL.

In the advertisement of the Advertisers' Paper Mills on the second page of cover in our June number, the address of Howard Smith Paper Co. was omitted after the reference to this company as selling agents in Canada for Aeolian Covers. Most Canadian printers know this company's address, but for the information of the few who may not, Printer and Publisher informs its readers that this company's office and warehouse is located in Montreal.

COATED PAPER MILLS INCREASES CAPACITY.

Although it is only five months since the National Paper Co., Ltd., commenced to occupy its new mill at Valleyfield, Que., it has been found necessary to make extensive additions to this mill that will almost double its capacity. This is striking evidence of the good reception which this company's coated papers are receiving at the hands of the Canadian printing trade.

RECENT LINOTYPE INSTALLATIONS.

A new Model 10 has been installed in the Gazette office at Point Grey, Eburne, B.C., and a similar machine in the Union Advocate office, Newcastle, N.B.

The Medicine Hat Times have installed a Model 5, and are considering the publication of a daily paper.

The Columbian Press, Limited, Winnipeg, have recently moved into a new building, where they have installed a Model 5 quick change, with which to publish an Icelandic publication, the Logberg.

A Monoline has recently been sold to the North Bay Gazette.



With a $25 Lino-Tabler equipment, transferable in an instant from one standard Linotype machine to any other, operators of average competence set intricate tabular matter, at nearly straight-matter speed, with every face and language of one-letter or two-letter Linotype matrices, on full-length, unsawed slugs. Brass Lino-Tabler rule of all foundry faces, one-third size of illustration, costing one to two cents a foot, is quickly inserted, the rules resting securely on shoulder of slugs. The sole annual outlay, for one equipment, is $25; a five-machine plant will be equipped for $100; or five-year licenses, payable $20 yearly for each outfit, will be granted established concerns. Very few users of the system whose tabular output is five per cent of their total have failed to renew their contracts at expiration. Address, for contract form, any Mergenthaler Linotype Agency, or CHICAGO LINO-TABLER COMPANY, Inland Printer Building, Chicago; Tribune Building, New York

WILLIAM C. HOLLISTER, President & Treasurer — ASHTON G. STEVENSON, Vice-Pres. & Gen. Mgr.



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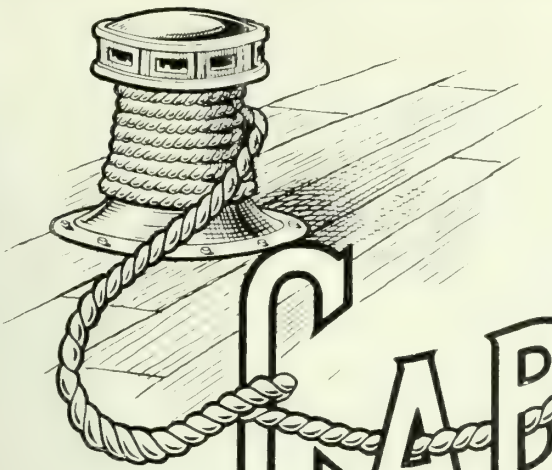
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15c. per lb.

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IN STOCK AT HAMILTON

White Wove—500 sheets
- 17x22—13, 16, 20, 24 lbs.
- 17x28—16, 20, 24, 28, 32, 36 lbs.
- 19x24—20, 24, 28, 35 lbs.
- 22x34—32, 40, 48 lbs.

White Wove, Litho finish—500 sheets
- 17x22—16, 20 lbs.
- 22x34—32, 40 lbs.

Tinted Wove—500 sheets

Blue, Buff, Goldenrod, Green, Pink
- 17x22—16 lbs.; 22x34—32 lbs.

Blue, Goldenrod
- 17x22—20 lbs.; 22x34—40 lbs.

Blue, Buff
- 19x24—20 lbs.

Blue
- 19x24—24 lbs.

CABLE LEDGER

White Wove—500 sheets
- 16x21—28 lbs.
- 17x28—28, 32, 36 lbs.
- 18x23—36 lbs.
- 19x24—35 lbs.

White Wove—Continued
- 20x28—54 lbs.
- 21x32—56 lbs.
- 23x36—72 lbs.
- 24x38—69 lbs.
- 28x34—72 lbs.

} Loose Leaf Sizes

Buff Wove—500 sheets
- 19x24—35 lbs.
- 24x38—69 lbs.

CABLE ENVELOPES

Boxed ¼ thousands

	Case Lots	Less
7-20 White	1.50	1.60 per M.
7-20 Blue	1.50	1.60
7-24 White	1.70	1.80
8-20 "	1.70	1.80
8-20 Blue	1.70	1.80
8-24 White	1.90	2.00 per M.
10-20 " open side	3.25	3.50
10-20 Blue "	3.25	3.50
5½-20 White	2.50	2.60
Monarch 24 lb. White	3.40	3.50

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Terms, 2% 10 days or net 30 days, F.O.B. New York.
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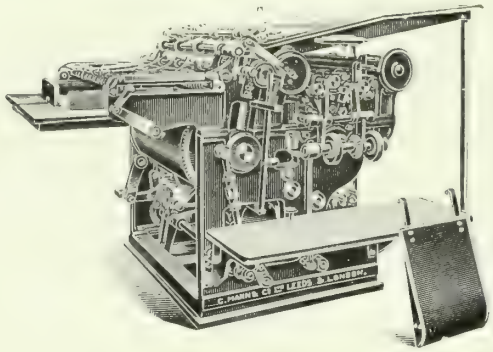
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For all kinds of paper. A pound sent postpaid on approval. Send on your paper and I will print Gold Ink on it to show you. Specimens and prices on request.

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Morrison, J. L., Co., 445 King St. W., Toronto
Standard Machinery Co., Mystic, Conn.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal, Que.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

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Manton Bros., 105 Elizabeth St., Toronto.
Stephenson, Blake & Co., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.
Van Allens & Boughton, 19 Rose St., New York, N.Y.

DUPLEX PRESSES.

Duplex Printing Press Co., Battle Creek, Mich.
Miller & Richard, Toronto and Winnipeg.

ELECTRIC MOTORS.

Canadian General Electric Co., Ltd., Toronto, Montreal, Winnipeg.

ELECTROTYPING AND STEREOTYPING.

Central Press Agency, Ltd., 70-76 Pearl St., Toronto.
National Electrotyping & Stereotyping Co., Adelaide St. W., Toronto.

EMBOSSING PRESSES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Miller & Richard, Toronto and Winnipeg.
King Mfg. Co., A. R., Kingston, N.Y.
Stephenson, Blake & Co., 122 Bay St., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

GUMMED PAPER MAKERS.

Samuel Jones & Co., 7 ' Place, London, England.

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Wing, Chauncey, Greenfield, Mass.

LINO TABLER EQUIPMENTS.

Chicago Lino-Tabler Co., Chicago and New York.

JOB PRESS FOUNTAINS.

Wagner Mfg. Co., Scranton, Pa.

PAPER MANUFACTURERS AND DEALERS

Advertisers' Paper Mills, Holyoke, Mass.
Barber-Ellis, Ltd., Wellington St. W., Toronto
Beckett Paper Co., Hamilton, Ohio.
Brown Bros., Ltd., 51-53 Wellington St. W., Toronto.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Barber Paper & Coating Mills, Ltd., Georgetown, Ont.
Canada Paper Co., 112 Bay St., Toronto.
Dickinson, John & Co., London, England, and 216 Lemoine St., Montreal, Que.
Hodge-Sherriff Paper Co., McKinnon Building, Toronto.
Jones, Samuel, & Co., 7 Bridewell Place, London, England, and Waverley Park, New Jersey, N.J.
McFarlane, Son & Hodgson, Montreal, Que.
Montrose Paper Mills, Ltd., Thorold, Ont., and Toronto.
Niagara Paper Mills, Lockport, N.Y.
Northern Mills Paper Co., Ltd., Montreal, Q.
Olive & Partington, Ltd., Manchester, Eng.
Ritchie & Ramsay, Ltd., Wellington St. W., Toronto.
Rolland Paper Co., Montreal, Que.
Ticonderago Pulp & Paper Co., Rooms 934-936 200 Fifth Ave., New York, N.Y.
Wilson, Munroe & Co., Ltd., 106 York St., Toronto.

PLATE PRINTING PRESSES.

King, A. R., Mfg. Co., Kingston, N.Y.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 122 Bay Street, Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

PHOTO ENGRAVERS.

Ransom Engraving Co., Winnipeg, Man.

PRINTING INK MANUFACTURERS.

Ault & Wiborg Co. of Canada, Limited, 19 Charlotte St., Toronto.
Bush, Chas., Ltd., 105-111 Davenport Rd., Toronto.
Canada Printing Ink Co., 15 Duncan St., Toronto.
Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.
Hellmuth, Charles, 154 W. 18th St., New York.
Manton Bros., 105 Elizabeth St., Toronto.
Printers' Ink Jonson, 17 Spruce St., New Yory City.
Shackell, Edwards & Co., 127 Peter St., Toronto.
Sinclair & Valentine, 233 Richmond St. W., Toronto.

PRINTERS' ROLLERS.

Robertson, J. S., 308 Craig St. W., Montreal, P. Q.

PROOF PRESSES.

Eastern Sales Co., 1523 People's Gas Bldg., Chicago, Ill.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 122 Bay Street, Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

TAGS.

Dennison Mfg. Co., 26 Franklin St., Boston, Mass.

TYPE CASTING AND TYPESETTING MACHINES.

Canadian Linotype, Ltd., 36 Lombard St., Toronto.
Lanston Monotype Machine Co., Philadelphia, Pa.
Thompson Type Machine Co., 624-632 Sherman St., Chicago, Ill.
Universal Typemaking Machine Co., 321-323 North St., Chicago, Ill.

TYPE FOUNDERS.

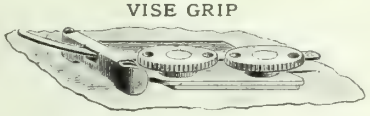
Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Blackfriars Type Foundry, 154-156 Blackfriars Rd., London S.E., England.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., Canadian Branch, 122 Bay St., Toronto, Canada.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

WOOD GOODS.

Hamilton Mfg. Co., Two Rivers, Wis.

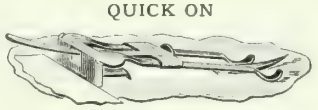
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By the set of 3 with key and extra tongues.

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Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

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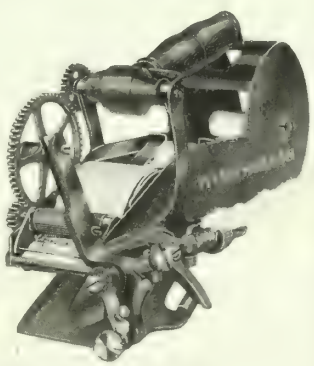
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Manufacturer
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from your Paper Dealer write us here please for you cannot afford to use the Curly sort.

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ACCOUNTING SYSTEM FOR PRINTERS a book for the printer with a cost system, or intending to install one. Investment and expense accounts arranged accordingly. Labor saving short cuts shown. $2.70 postpaid. Walter Jobson, 648 Hill St., Louisville, Ky. (38)

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A BOOKKEEPING STAFF IN ITSELF, DOing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. National Cash

FIRE BUCKET TANKS AND OILY WASTE cans cost little and soon pay for their cost in reduced insurance rates. Large reductions result from the installation of fireproof windows, doors and skylights. We are specialists in these lines and can quote you a close price consistent with really fireproof goods. A. B. Ormsby, Limited, Toronto and Winnipeg.

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One Goss Helix Rotary Perfecting Press. Prints either 4, 6, 8 or 12 pages; rebuilt and overhauled. Very low price

The Goss Printing Press Co.,
16th Street & Ashland Avenue,
CHICAGO, ILL.

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Goss 3 or 4 Deck Straightline, overhauled and rebuilt; first class condition. Very low price.

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The Goss Printing Press Co.,
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We have four Monoline machines in first-class running order. The price reasonable. Will be sold singly or together.

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Used on all kinds of printing machinery. Accurate and always reliable.
Price $6.00
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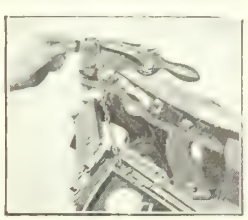
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The handsomest and most technically up-to-date colors of this age.



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MAKE MONEY by attaching **NEW CENTURY FOUNTAINS** to your jobbers. The perfection of fountains. Will increase press output from 3,000 to 5,000 a day on steady runs. No readjusting after washup or when changing impressions. One-screw ink feed. One-screw roller contact. Will not mark the prints. Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench. Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS—*More Impressions* and *Better Work*.
For Chandler & Price, Challenge, and Gordon Presses

Get a descriptive circular from your dealer.

THE WAGNER MFG. CO., Scranton, Pa.

TORONTO TYPE FOUNDRY CO., LIMITED, Sole Selling Agents in Canada

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With the acquisition of the premises and plant of the Queen City Printing Ink Co. of Canada, Limited, we are in a better position than ever before to give first class satisfaction in Printing and Litho Inks. We guarantee the best possible value for the money.

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We have been told by many firms that we manufacture the best rollers in Toronto. Do you not think it would pay to give us a trial. We guarantee satisfaction.

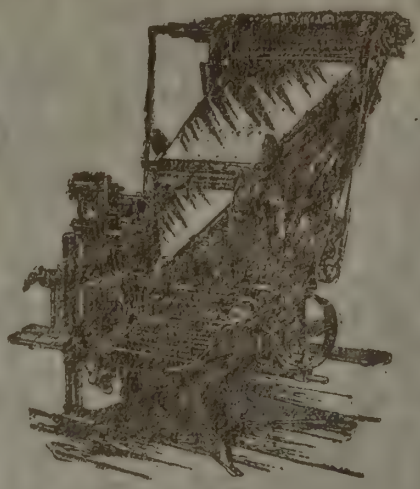
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PRINTING AND LITHO INKS
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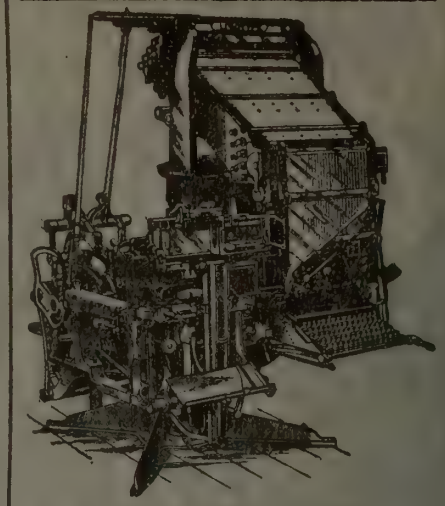
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TORONTO - - - CANADA



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"The Linotype Way Is The Only Way."

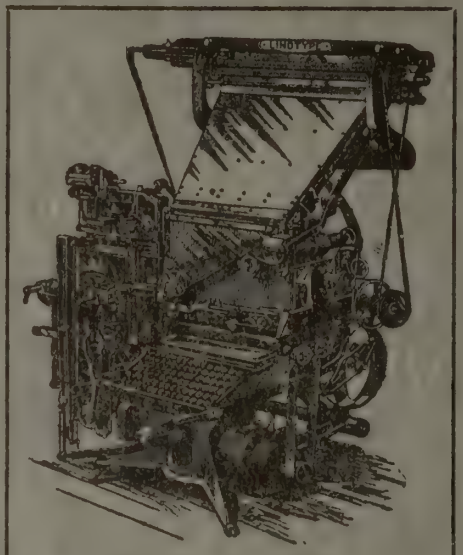


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Single and Multiple Linotypes

One, Two, Three and Four-decker machines, suitable for all the various requirements of the printing trade. **Lead and Rule Casters.**

Agents for Miller Saw Trimmer, Chicago Linotabler System, Thompson Typecaster, and Automatic Melting Furnace.



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Modern Linotypes and Thompson Typecasters make the ideal equipment. New type for every job, and plenty of it. Borders, rules, dashes, slugs, etc., produced without stint.

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FORMERLY THE MERGENTHALER CO., LIMITED

35 and 39 LOMBARD STREET, TORONTO, ONTARIO

Vol. 21 Toronto, August, 1912 No. 8

PRINTER & PUBLISHER



The MacLean Publishing Company Limited
Montreal Toronto Winnipeg

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James Gibson Taylor, President

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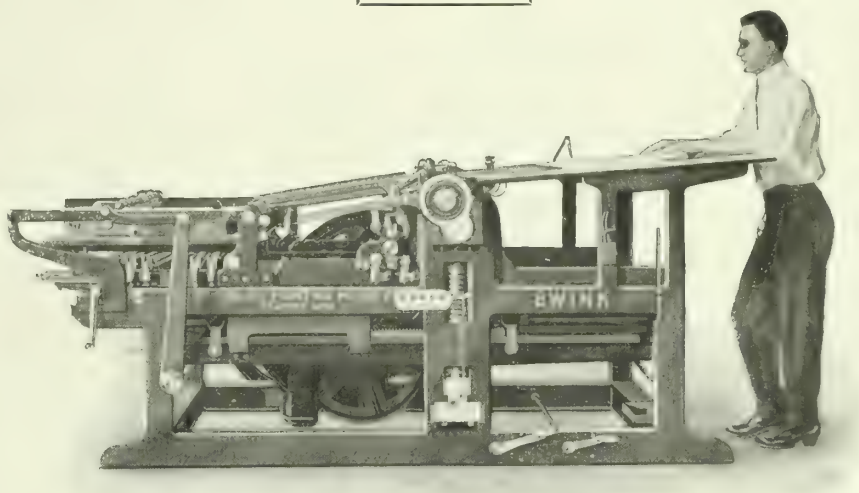
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ADVERTISERS PAPER MILLS

Makers in Holyoke of Fine Printing Papers

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LONDON—10 and 11 Wardrobe Chambers, Queen Victoria St., E.C.



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HIGH GRADE PRESS

Your profits rest to a great extent with the helpers—both human and mechanical—with which you surround yourself.

In your press room, THE SWINK HIGH GRADE PRESS would prove your most profitable helper. The **quality** and **quantity** of its output would enable you to secure a price that would leave an excellent margin of profit.

The strength and perfection of its construction, the smoothness of the bed motion, the uniformly perfect register, the sharp and clear impression possible, the accuracy of the delivery and jogging attachments which prevent all possible offsetting and smudging though running at highest speed—and the **price**—make THE SWINK HIGH GRADE PRESS the most serviceable, economical and profit-earning press you could install.

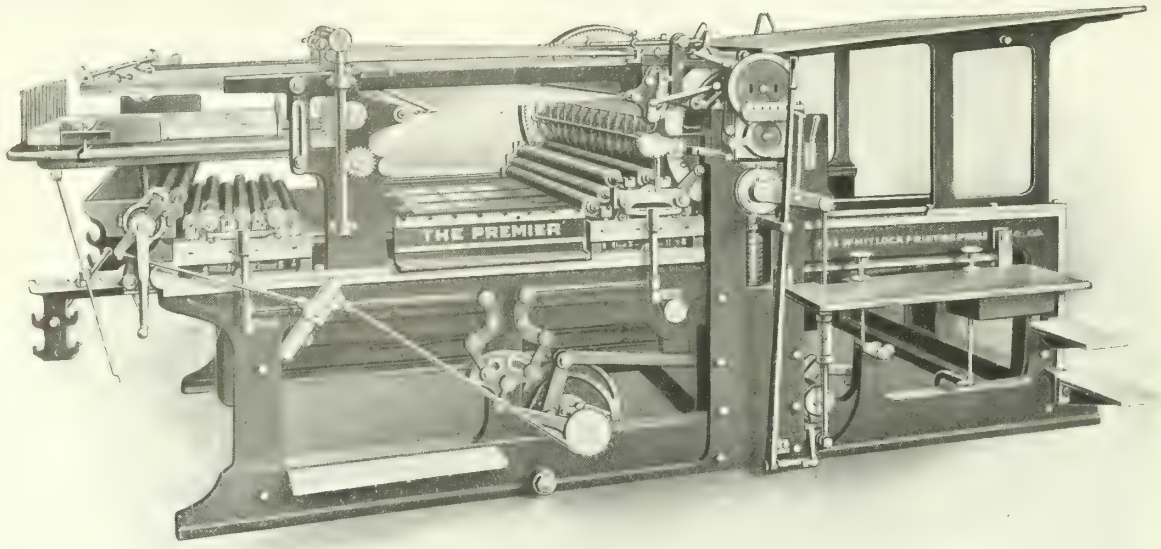
Why not write us to-day for fuller particulars?

Sole Canadian Agents

Stephenson, Blake & Co.

C. H. Creighton, Manager for Canada

122 Bay Street, Toronto



The PREMIER THE NEW SERIES TWO-REVOLUTION FOUR-ROLLER WHITLOCK PRESS

The Premier Combines in *One* Machine all the good points of other Two-revolution Presses—and many others.

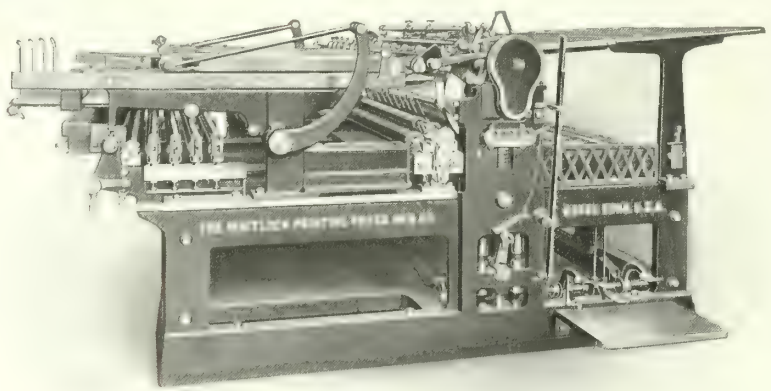
Therefore, the Premier stands supreme among Two-revolution Presses in strength, swiftness and smoothness of operation, and in quality and quantity of output.

The double delivery is simple and effective. It is conveniently changeable from printed side up to printed side down, or vice versa, the change taking only two or three minutes.

Having the heaviest distribution, the Premier is suitable for the finest half-tone or color process work. Special adjustments ensure perfect register.

Write at once for more complete information and quotations to the Canadian Selling Agents.

MANTON BROS., Toronto, Ont.



Pony Whitlock Front Tape Delivery.

Recollection of Quality Remains Long After Price is Forgotten

HOW true the above words often prove themselves to the man who is honest with himself, his business, his associations. Quality is the first consideration when buying, service next, price last. It has been the aim of **Stephenson, Blake & Co.** for several score years to give the printing world that first essential,—**Quality** in all their many styles of Type, a quality not equalled in the world. Our **Hard Metal Type** is the best Type, wears longest, best style, and lightest in the form. Just read what an Ontario printer says :—

February 1st, 1912

Messrs. Stephenson, Blake & Co.,
Toronto, Ont.

Gentlemen :—

I am in receipt of your favor of recent date asking particulars of the use of your make of Type in this office. After an experience of over thirty years with various makes of type I have no hesitation in saying that the body and advertising faces I have used of your manufacture have been the most endurable and satisfactory. I have some faces still in use which I purchased from Messrs. Gwatkin & Son, Toronto, who were for many years the Canadian Agents, thirty years ago, and they compare very favorably with other type that has not seen anything like the amount of wear, purchased twenty or twenty-five years later.

Yours very truly,

Is the above letter not sufficient proof for you to buy S.&B. Type? Think it over, send us your order, and be fully convinced as this customer. The original letter can be seen at this warehouse.

We sell everything from a complete plant down.

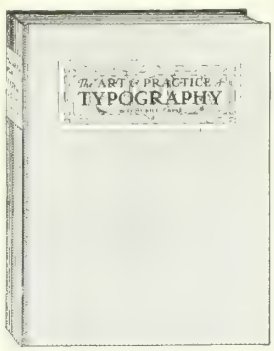
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122 Bay Street, Toronto

PRACTICAL BOOKS ON PRINTING

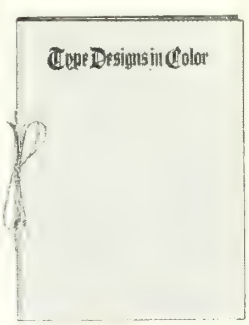
THE ART AND PRACTICE OF TYPOGRAPHY. By EDMUND G. GRESS Fifty large inserts in color—Seven hundred reproductions, mostly in color of high-class commercial printing by some of America's best typographers—Almost 100,000 words of practical instruction—125 type arrangements designed especially for this book—Index to illustrations and designers—Synopsis of contents. Contents (titles of Chapters): When Books Were Written; The Origin of Typography; The spread of Typography; Typography in Colonial Days; Typography in the 19th Century; The Layout Man; Harmony and Appropriateness; Tone and Contrast; Proportion; Balance and Spacing; Ornamentation; Typography of Modern Books; Booklets; Catalogs; Programs; Announcements; Tickets; Letterheads and Envelops; Billheads and Statements; Business Cards and Blotters; Posters; Advertising Typography; Type-Faces; Decorative Imprints. *An Appendix* contains 161 reproductions in color of three competitions—Circulars, Business Cards and Blotters—conducted by THE AMERICAN PRINTER School of Typography, with names of designers. Size, 9½x12½. 250 pages. Cloth. Price, postpaid, $5.00.



PRACTICAL PRINTING. By GEORGE SHERMAN. A book about printing that deals with the working of the plant. It's a practical book first and last. A lesson to the printer who is starting in business, showing him how to make a profit. The chapter headings are: From Apprentice to Journeyman; Composition of Commercial Forms; Display Composition; Bookwork; Job Composition; Proof-Making and Proofreading; Composing-Room Equipment; Facilitating Composing-Room Production; Imposition and Lock-Up; Platen and Cylinder Presswork; From Superintendent to Shipper; In the Shipping-Room. There are seventy-three illustrations in the text, showing practical devices to be had for the printshop, some of which are: Brass Panel and Corner Fonts; Example of Brass Rule Designing; Table of Space Calculation; Table of Ems in One Pound of Type; Enclosing Type Matter in Irregular Mortise; Table of Sizes and Weights of Paper; Table of Type and Leads Calculation; Classic Chapter Headings; Hand-lettered Effects; German Title-pages; Table of Proofreaders' Marks, etc. 144 pages. 5¼x7½. Cloth. Price, postpaid, $1.50.



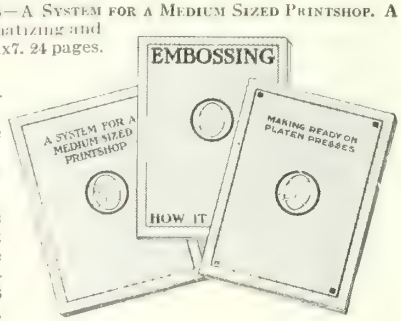
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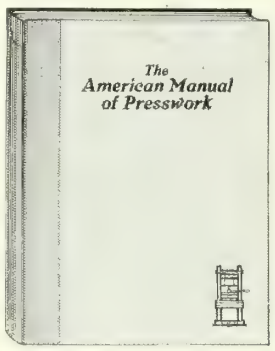
THREE GOOD BOOKS—A SYSTEM FOR A MEDIUM SIZED PRINTSHOP. A pamphlet about systematizing and cost-reducing. Size, 5¼x7. 24 pages. Price, 50 cents.

MAKING READY ON PLATEN PRESSES. Practical and useful hints for the man in the press-room. Size, 5¼x7. 40 pages. Price, 50 cents.

EMBOSSING—HOW IT IS DONE. This pamphlet tells how to get the best results in embossing. Size, 5¼x7. 16 pages. Price, 25 cents.



THE AMERICAN MANUAL OF PRESSWORK. Nothing so elaborate and exhaustive has ever been written for the pressman as in this volume. Books have been issued for other departments in the graphic arts, but the pressman's work has been neglected. This book is first and last practical. It is not of the kind that is put upon a shelf and left there to the bookworm's mercy, but is useful 365 days in a year. Besides, it has historical value; it tells about the development of the printing press from the primitive wine press that turned out Gutenberg's Bible up to the present era. Just a few of the chapter headings: Development of the Printing Press; Cylinder Presses; Platen Presses; Making Ready; Vignetted Halftone Make-Ready; Color Harmony; Color Mixing; Three-Color Presswork; How to Mix Tints; Some Thoughts on Register; What Pressmen Have Discovered. The last named chapter describes in words and pictures more than two hundred practical ideas discovered by pressmen in their daily routine in the shop. How to take care of ink, rollers, paper, presses, etc., is demonstrated in all its details by pressmen themselves. 164 solid text-pages. Many artistic inserts printed on high grade papers in two and more colors. Size, 8½x12½. Cloth. Price, postpaid, $4.00.



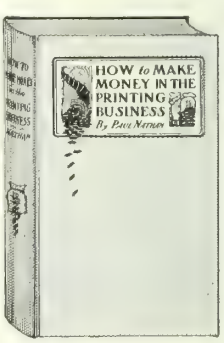
THE AMERICAN HANDBOOK OF PRINTING. By EDMUND G. GRESS. The essential information on subjects printorial (and allied) brought to a brief expression that makes them accessible and easy to remember, are herein to be found. You may here find things in a "boiled down" state that permits of covering a wide field well. Special features: For Compositors: 16 pages of job specimens in color. For Pressmen: Chart in colors for harmony and mixing of inks. For Ad-Writers: 100 type faces with explanations. The color chart supplemental sheet is in itself worth the price of the book. The running chapter heads are: Type Making; Type Faces; Type Composition; Typesetting Machines; Proofreading; Stonework; Paper; Composition Rollers; Printing Inks; Printing Presses; Bookbinding; Stereotyping and Electrotyping; Engraving; Lithography; Newspapers and Magazines; Advertising and Ad-Writing; Printers' Business Methods. There are ten full-size inserts, printed in one or more colors. Over 300 pages, 25 in color, and 182 illustrations. Size, 5¼x7½. Price, postpaid, $2.00.



POCKET GUIDE TO PRINTING. There are a thousand and one things buried in larger books but made available in this handy little volume of vest-pocket size. Compiled for the printer, advertising man, and all having to do with the printtrade. Contains information on: Names of Type; How to Estimate Type; Leads to the Pound; Weight of Leads Required for Any Work; Styles of Type Faces; Plates Used by Printers; Newspaper Measurements; To Find Amount of Copy Needed; Proofreaders' Marks; Punctuation; Preparing Copy; Schedule for Checking Forms; Test of Correct Imposition; Register on Folding Machines; Scale of Signatures; Imposition; Cost of Binding; Paper Sizes; Figuring Stock; Covers; To Get 1,000 Pieces; To Find the Equivalent of Paper; Sizes of Cut Cards; Technical Terms, etc. Cloth. 48 pages. Size, 3½x6½. Price, postpaid, 50 cents.



HOW TO MAKE MONEY IN THE PRINTING BUSINESS. By PAUL NATHAN. Give value and "charge the price" might be an answer to this question; but there is a very complete and comprehensive answer in Paul Nathan's book of 288 pages, bearing this title, and every progressive printer should own the volume. The book gives full details and information on the highest authority—Experience. Here is a glimpse into the table of its contents: Starting an Office; What Class of Customers to Seek; How to Develop Business; Writing Advertising Matter, Etc.; Taking Orders; Advertising; How to Talk to Customers; The Cost of Producing Printing; Estimating; Acquiring Money; Price Cutting; Competitors; Profit and How It Should Be Figured; Buying; Doing Good Printing; The Composing Room; The Press Room; The Business Office; Bookkeeping, etc. 288 pages. Cloth; gilt stamped. Size, 5¾x9. Price, postpaid, $3.00.



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The Argument for the Stationer In Selling His Customer Stronger Tags

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Give your customer a sample of a Standard Tag, and ask him to tear it. Show him the rope fibres. If he has had cheap tags and lost shipments because of them, he will be impressed by the strength of the Standard tag. Sell Dennison Standard Tags and establish a reputation for Quality Goods.

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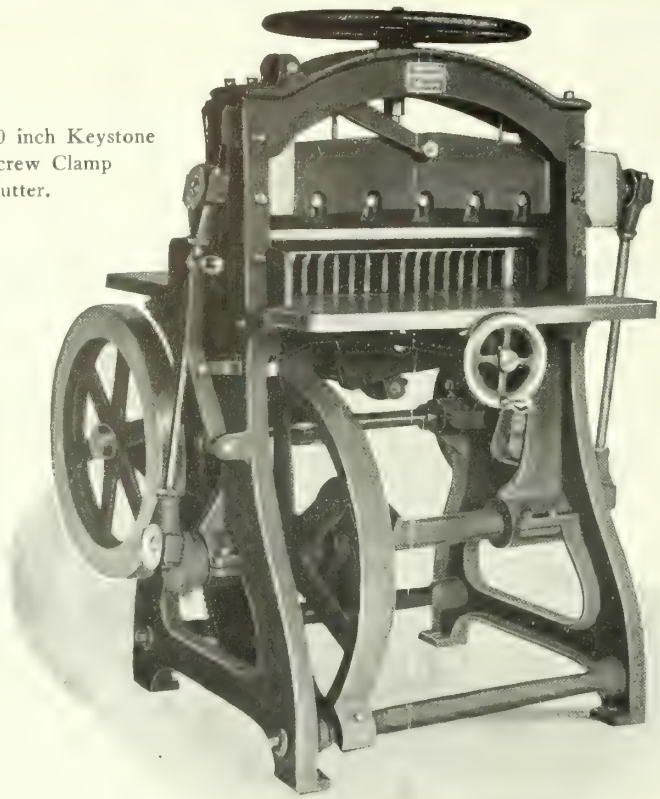
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This Company is the originator and creator of the Linotype art, and all existing Linotype machines are built under its patents. All Two-Letter Linotype machines are covered by patents of this Company having a number of years to run.

Any Linotype machine using Two-Letter Matrices, Multiple Magazines, or other improvements which place the present day Linotype far ahead of the earlier machines, cannot be used without the permission of this Company.

Any person or persons counterfeiting or imitating our machinery, or persons using such goods, will be held strictly accountable in the courts.

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30 inch Keystone Screw Clamp Cutter.

You Can Make More Money By

Securing a Keystone Screw Clamp Cutter.
Accurate and rapid work on this machine.
Ver ifying for yourself what it will do.
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Let us tell you more about our machines and what they will do. We build many styles and sizes of Cutting Machines.

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Builders and designers of Embossing Presses of all kinds, Paper Cutting Machines, Die Cutting Presses and Bookbinders' Machinery.

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The Rolland Paper Company

LIMITED

MAKERS OF

HIGH GRADE PAPERS

MONTREAL, CANADA, July 2, 1912

TO THE TRADE

We beg to advise you that we have taken over the Northern Mills Co. and from this date the business will be carried on under the name of "The Rolland Paper Co., Limited."

In order to keep up with the increasing demand for our Papers, we are building an extension to our St. Adele Mill which will double our capacity, and we expect to be in operation on or about November 15th.

We may state that our new mill will be the very latest as regards Modern Paper Making Machinery and Appliances.

This will place us in a position to handle our business in a more satisfactory manner both to our customers and ourselves. We trust that the present relations that have always existed between the Trade and our Company will be continued.

Thanking you for past favors, we remain.

Yours truly,

THE ROLLAND PAPER COMPANY, LIMITED

The Northern Mills Company

Pulp and Paper Manufacturers

HEAD OEFICE ·
MONTREAL · 278 ST. PAUL STREET

Prices subject to change without notice.
All agreements contingent upon strikes, accidents or delays beyond our control.

MILLS :
RAILWAY STATION · STE. ADELE, QUE.
POST OFFICE : MONT ROLLAND, QUE.

MONTREAL, July 2, 1912

TO THE TRADE

We beg to advise you that our business has been taken over by The Rolland Paper Co., Limited, and from this date all inquiries as to orders, prices, etc., should be addressed to them.

We take this opportunity of thanking you for past favors and solicit a continuance of same for the new Company. We may state that the new arrangements will enable us to handle our business in a more satisfactory manner both to our customers and ourselves, as a new extension is being built to our St. Adele Mill which will double its capacity. We expect same to be in operation about November 15th.

Yours respectfully,

THE NORTHERN MILLS COMPANY

THE RESULT OF USING GOOD INK

The ink that gives complete satisfaction and saves its own cost by its greater efficiency per pound and perfect working qualities is the cheapest ink regardless of its price.

CHARLES HELLMUTH

INKS

KAST & EHINGER, Germany

give the results that make it the profitable line for the printer to use: Perfect Printing, Perfect Half-tones, Perfect Solids. No Peeling, no Offsetting.

Printing and Lithographic Inks, Dry Colors, Varnishes, Special Offset Inks.

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New Number:
Poole Brothers' Building



Roller Series



High Arm Series

Beautiful Proofs Immediately

Proofs that are as clear and perfect as the run itself—on the stock selected for the job. Produce them at once—without holding up a press—without locking up the form. Possible only with the

VANDERCOOK PROOF PRESSES

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Designed especially for rapid work. Inking attachment revolutionizes galley proofing in quality and speed. Printing surface 10 x 25 inches. Also furnished without inking attachment.

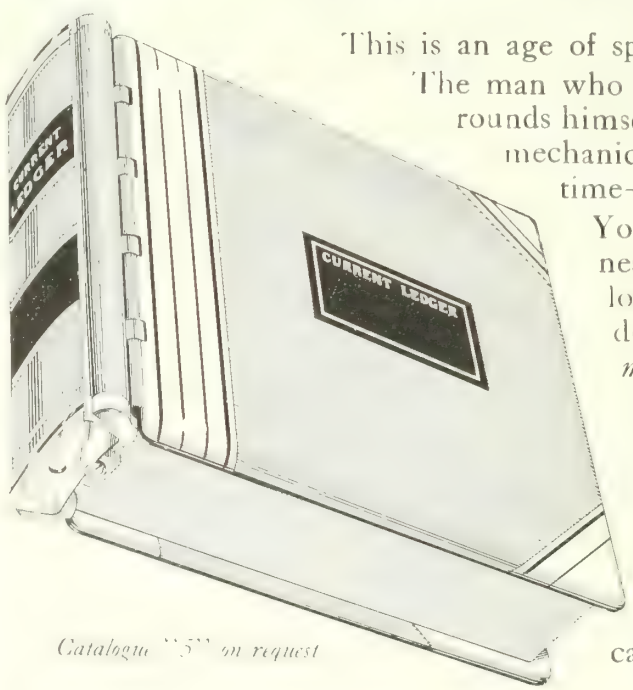
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The simplest form of "curved platen." Very rapid, and a necessity in every job and publishing plant. Hundreds of users. Made in three sizes—12 x 18, 11 x 25, 17 x 25 inches.

Your Sample Proofs are Ready

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TORONTO -:- WINNIPEG
Eastern Sales Company, *Manufacturers,* Chicago, Illinois

Binder Metals to Fit Your Needs



Catalogue "5" on request

This is an age of specialism.

The man who gets farthest in the business world surrounds himself with expert helpers—both human and mechanical—that specialize on *his* needs—save *his* time—*his* patience.

You can get the business of the best business men of your locality by supplying the loose-leaf ledgers that *do* their duty—to do their work properly the metal strength *must* be there.

We are making binder metals that have grown prominent through their durability and perfect working qualities. We are specialists in this work and devote our whole time to the production of metals and binders.

A large assortment of ledger leaves, recaps, inventory, trial balance, synoptic, etc.

Printers' Specialties, Limited, Toronto

Success Bond

(Tub-Sized Loft-Dried)
at 14c. per lb.

To meet the demands of the trade we are now stocking this high grade moderate price bond

In White

17 x 22 - - 16, 20, 24
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19 x 24 - - 20, 24

Colors

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Write for sample book showing full range of colors.

BROWN BROS.
LIMITED
Wholesale Paper Dealers
51-53 Wellington Street West TORONTO

A GOOD MATCH

IS ASSURED TO EVERY PRINTER WHO SENDS HIS PATTERN AND ORDER ATTACHED TO A PIECE OF THE PAPER ON WHICH HE IS GOING TO PRINT TO

SHACKELL, EDWARDS & CO., LIMITED

MAKERS OF
FINE PRINTING AND LITHO INKS
OF QUALITY

127 Peter St.
TORONTO

and at
LONDON, ENG.

Are You Proud of Your Posters?

¶ Your posters ought to be just as well printed as all your other work, for a thing worth doing at all is worth doing well.

¶ Kidd's coloured poster inks will help you to get the best results from your type, because they are free-working enough to give clean and sharp impressions of good solidity without using too much.

¶ The colours, too, are brilliant, the inks dry well and the price is the lowest at which inks really worth using can be sold.

¶ Get one of our specimen books; you will be pleased with the purity of the colours and appreciate the price.

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The most advanced art in the manufacture of Printing Ink is contained in

SURPRISE BLACK

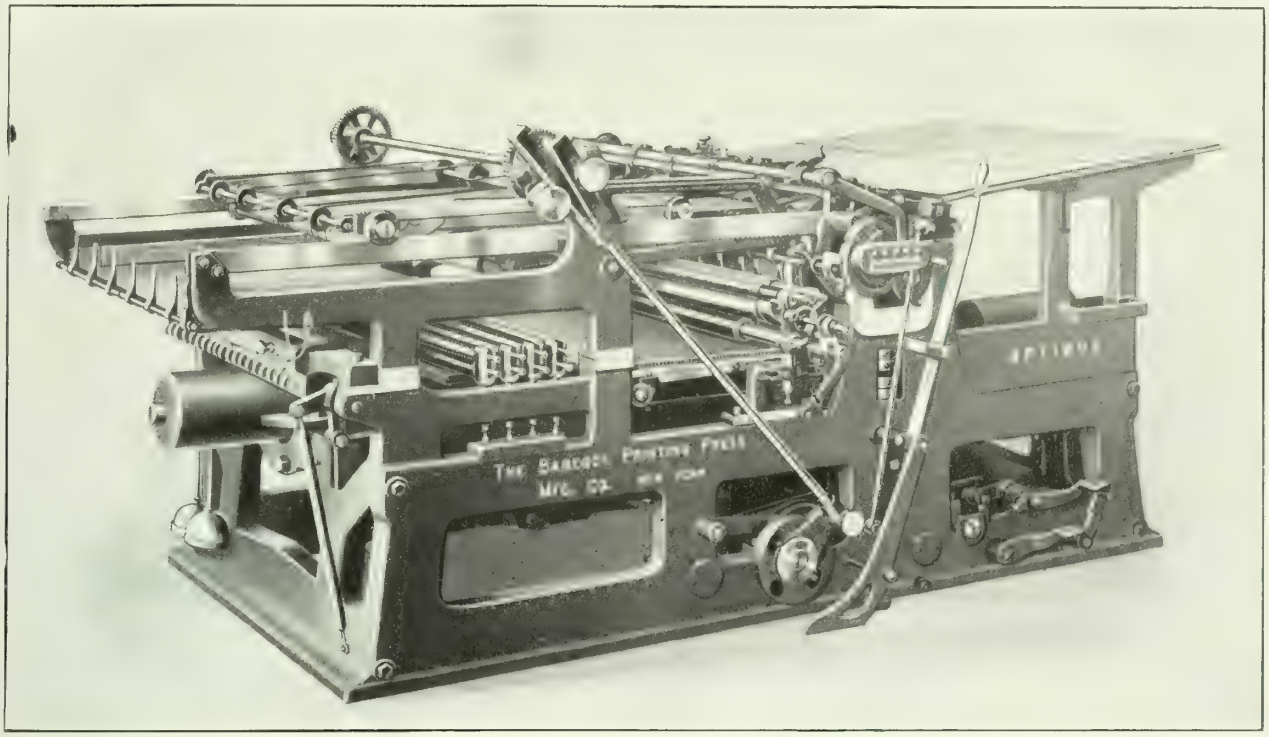
which Prints, Turns and Binds in an 8 hour day.

Send your orders for Ink and Rollers to the most convenient of our three factories.

The Ault & Wiborg Co.
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MONTREAL **TORONTO** WINNIPEG

BABCOCK PRESSES



"Diligence is the mother of good luck."—*Franklin.*

In Franklin's time, "diligence" meant to keep steadily at work, with whatever tools you could get. To-day, industry is but half of the battle for "good luck." The other half is a continual, diligent search for the tools that are the best adapted—the Simplest, Strongest, most Accurate and the Fastest in the market—otherwise, the printer finds himself at the mercy of his competitors, and later his creditors, in spite of his diligence.

Industry is the half of "good luck" that the printer must furnish—

BABCOCK PRESSES

the half that it is our business to supply.

Strong, Simple, Sure, Still, Swift

No other printing machines built measure up to their all-round completeness. Investigate our machines and their work. Our best advertisements are not printed—they print.

THE BABCOCK PRINTING PRESS MFG. CO.
New London, Conn. :: 38 Park Row, New York City

MILLER & RICHARD

General Agents for Canada
TORONTO, ONT., and WINNIPEG, MAN.

Saves 50% on Type Bills

Do you buy $150 or more of type each year?
You have our service to halve it.

Saves Jobs You Now Have To Refuse!

Our Matrix Department gives you founts of any face in existence.
You build your business on the quality of printing you supply.
New type for every job gives your customer satisfaction, holds him on your books and brings you new trade.

The Davis Typecaster

Costs one-third the price of any other make.
A silent caster requiring floor space only 3 ft. square.
Runs longer without mechanical troubles and uses less power.
It is the ideal machine for printers in remote and near districts.

The Davis Typecaster

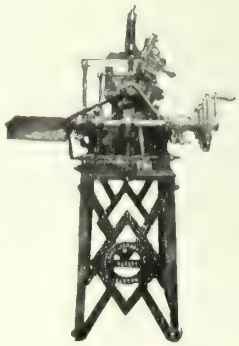
Will cast accurate type from any known make of matrices as well as Linotype, Monotype, etc.
Will pay for itself casting Spaces and Quads only.
Will pay for itself many times over casting letters.
Just figure the advantage to any printer having this low cost machine.
As a sorts caster it is indispensable.
Saves loss and time on distribution.



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POYNDER ITALIC.

48 Point. 5 A-17 a—about 25 lb.

Fine ITALIC Series

42 Point. 5 A-16 a—about 20 lb.

PRINTING MACHINE Cylinders and Platens

36 Point. 5 A-20 a—about 16 lb.

AUTOMATIC APPLIANCE Hand Feeding Superseded

30 Point. 7 A-24 a—about 15 lb.

WOOD LETTER All Printers are well aware that type made from

24 Point. 9 A-35 a—about 13 lb.

BEST ROCK MAPLE and cut on End Wood are much less liable to expand or shrink from wetting, and as

18 Point. 15 A-55 a—about 12 lb.

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OUR BRASS RULE DEPARTMENT is equipped with all the very latest machinery, and is quite equal to any demands made on it to cope with the ever-increasing vogue of Brass Rule for advertisement and jobbing work.

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MILLER & RICHARD :: Toronto and Winnipeg

And Manufactured at their Foundry in Edinburgh.

Snow White English Coated Paper
Super Calendered Book Paper
Imitation Art Paper

WE desire to draw special attention to the above papers manufactured by Olive & Partington, Limited, Glossop, England, which are specially adapted for high-class Magazine printing and the production of the Catalogue-de-Luxe. A request for samples and prices will receive the immediate attention of the

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Hodge-Sherriff Paper Co.
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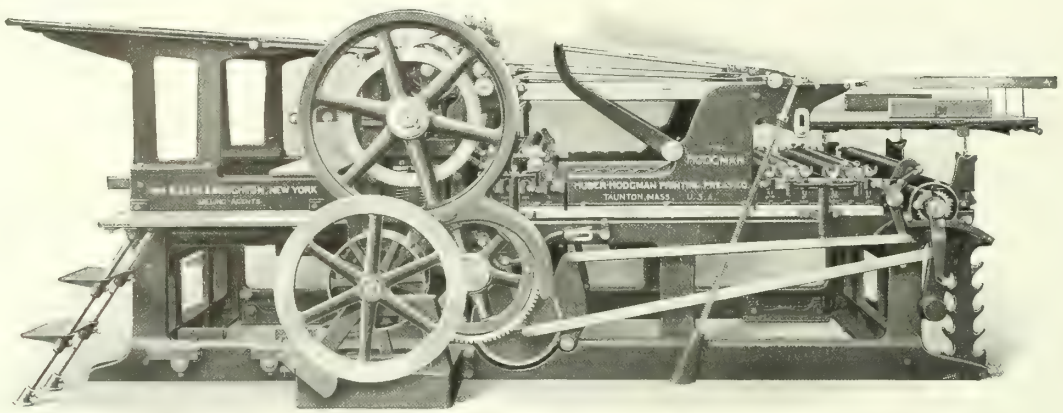
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SECRETARY

DOMINION INKS ARE BEST

The
Standard
by which
all other
makes are
measured

THE DOMINION PRINTING INK
& COLOR CO., LIMITED
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TORONTO

The Hodgman,



If you have followed the previous matter set forth by us in this publication concerning the manner in which we secure an absolutely rigid impression on The Hodgman as well as other features of the technique of our construction, you may be interested in the elements that contribute such extraordinary strength and longevity to these machines over the presses of other makers.

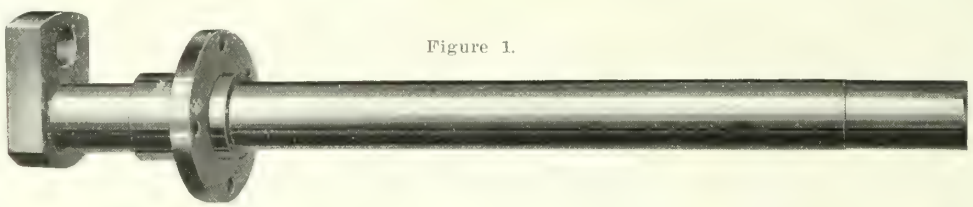


Figure 1.

Fig. 1 shows our main bed driving and reversing shaft—a solid steel member (4½" diameter in the larger sizes), made in one piece, the reversing crank and the collar carrying the bed-driving gear being forged integral with the shaft.

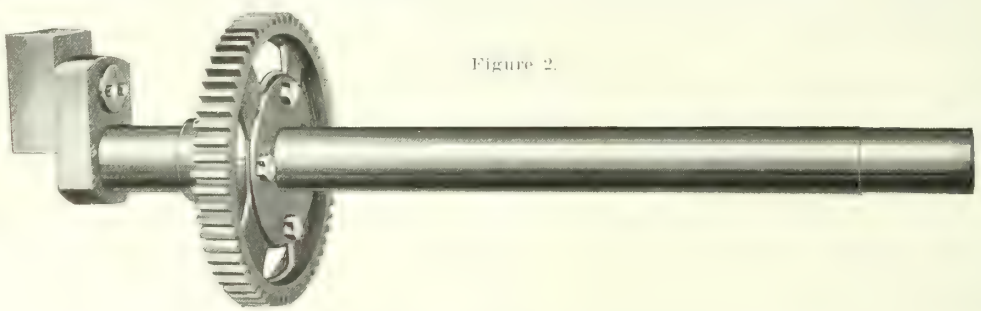


Figure 2.

Fig. 2 provides an illustration of the shaft with the bed driving gear and crank pin and block in position. This represents a ruggedness of construction neither attained nor attempted in any other flat-bed press.

We can give you many other very important and interesting facts in a half-hour's personal chat, that seem impossible to put comprehensively into printed form.

An invitation to call upon you will meet with a most prompt and cordial response.

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Represented direct by
H. W. THORNTON, Chicago, Illinois
P. LAWRENCE P.M., Co., LTD., London, England
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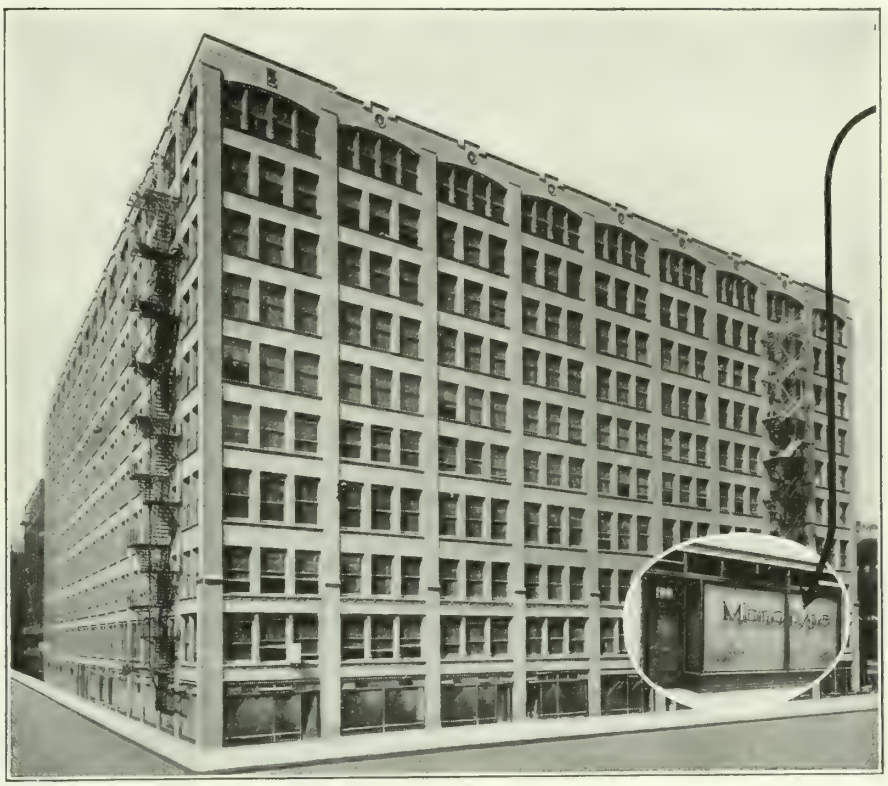
Metropolitan Life Building

Factory: Taunton, Mass. NEW YORK

Open House in Chicago

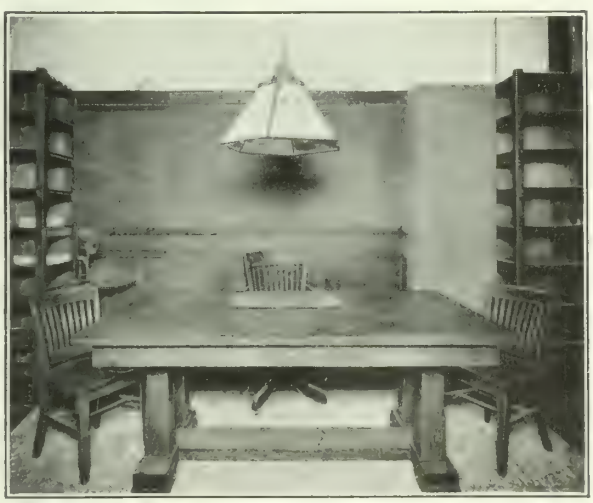
[September 3—6, 1912]

This is the (Rand McNally) Building



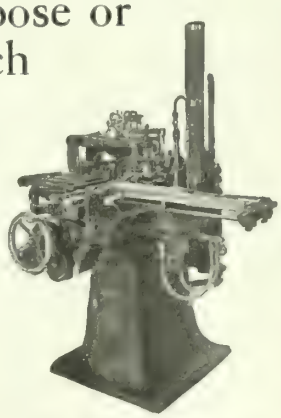
This is the Office 106 West Harrison Street

During the Convention of



This is the Library

the United Typothetae of America, at Chicago, September third to sixth, we cordially invite all delegates and visiting members to use our Chicago offices as their own for any purpose or convenience which its facilities may serve.



This is the Machine

Lanston Monotype Machine Company

Philadelphia

New York Chicago Boston

Miller & Richard, *Canadian Representatives*, Toronto and Winnipeg

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Manufacturing Efficiency



A Practical Example for the Pyrrhonist

This is the title of our new booklet, containing practical examples of unusual productive ability in a platen press.

A voluntary contributor to the contents of the booklet tells about a weekly product of 110,000 impressions and an average weekly product of 60,000 impressions from each of seven 12 x 18 Golding Jobbers.

How does this compare with YOUR product?

We wish to place a copy of the booklet in the hands of printers who do not *know* the Golding Jobber and who are skeptical of its virtues—its productive ability.

The booklet is free. Just request "Manufacturing Efficiency."

Golding Mfg. Co.

FRANKLIN, MASS.

GOLDING

PRESSES

GOLDING JOBBER The most highly developed type of the modern Job Printing Press. Unequaled for Quality and Qantity of Product. 8x12 to 15x21 inside of chase.

PEARL A small press for small work. Easy running. High Speed. Low Cost. Big Producer. 5x8 to 9x14 inside of chase.

OFFICIAL Hand Press. Simple in construction. Easy to operate. 4x6 to 8x12 inside of chase. Special made for printing imprints on large sheets.

EMBOSSER Prints, Embosses or Stamps. Impressional strength, 120,000 lbs. Electric or Steam hot-bed. Size 9x13 ins.

SEMI-AUTO Prints in one, two or three colors, 3000 to 10,000 impressions an hour with one feeding. Will do any three of the following operations; print, emboss, cut, score, punch, rule or perforate.

SPECIAL for printing on wood up to 1 in. thick and for using large numbering machines.

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GOLDING LEVER Most powerful Lever Cutter made. Convenient to operate and accurate. 25, 30 and 34 in. Easily changed to power.

PEARL A small hand lever Cutter for small work at a moderate price. Sizes, 13 and 19 in.

BOSTON SHEARS With off-set hinge to allow cutting long strips. Balanced handle to avoid danger to operator. Sizes, 8, 12, 24 and 36 inch.

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MITERERS With standard set for right angle, triangle, square, hexagon and octogon. Also with standard gage set by six point.

CURVERS The most convenient and accurate tool for making curves, circles, ovals. These curved corners were made with it.

RULE and LEAD Cutters that have a world-wide reputation for their excellence of design and construction. The Original Little Giant Lead and Rule Cutter.

TABLETING PRESS The most convenient and quickest to operate for making tablets or bundling.

BENZINE CANS Steel Cans with safety valves. Strongest, safest and most convenient. Saves 10 per cent on insurance.

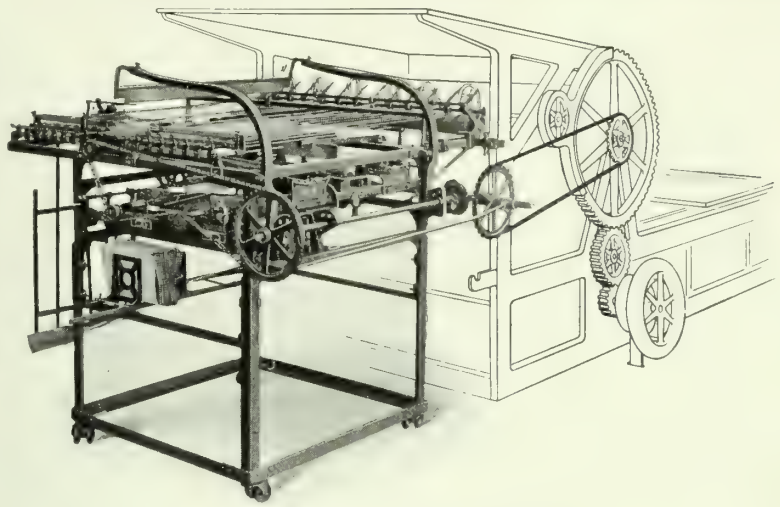
COMPOSING STICKS For news and job work. Standard set with time-saving features unequaled.

Golding Machines and Tools combine the perfection of over forty years experience in their manufacture and have a world-wide reputation for their original design and superior construction.

GOLDING MANUFACTURING CO. - Franklin, Mass. U. S. A.

THIS Folder will take Your Newspapers right from the press and deliver them ready for the Post Office.

The Omaha Folder will handle perfectly sheets from any rear delivery press that will deliver the paper within a radius of one inch of the centre, and any press will do this.



Special features of the Omaha Folder are the *Insert Attachment, Trimmer, Jogger or Auto Straightener.*

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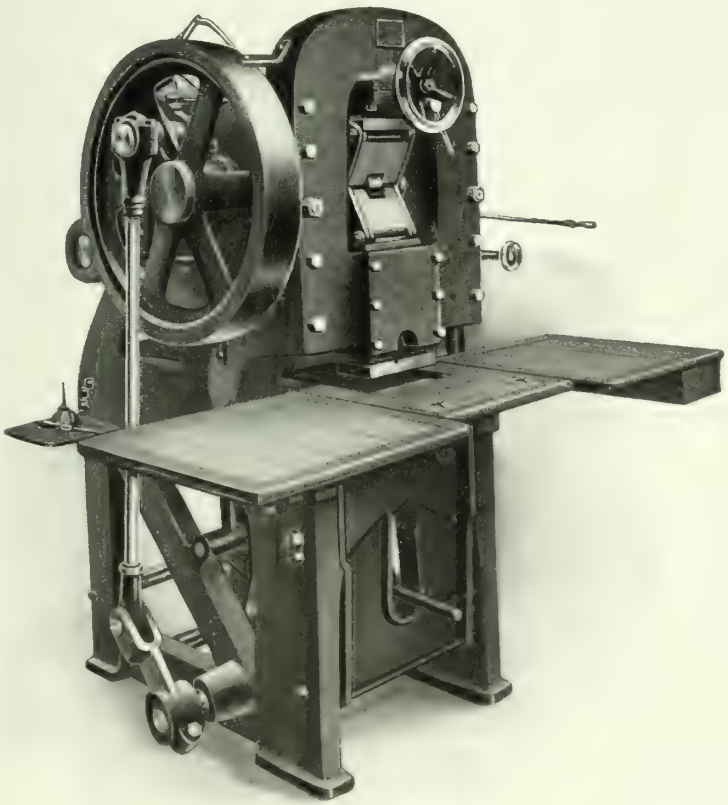
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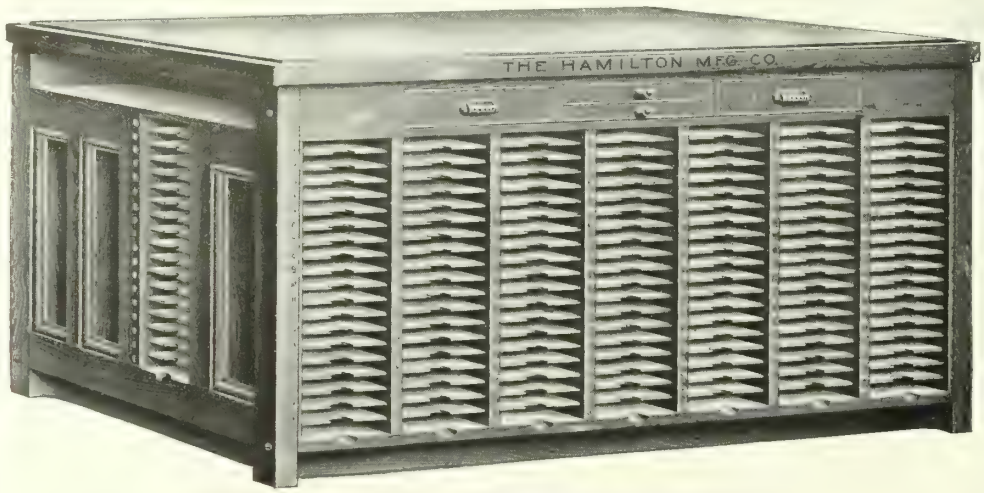
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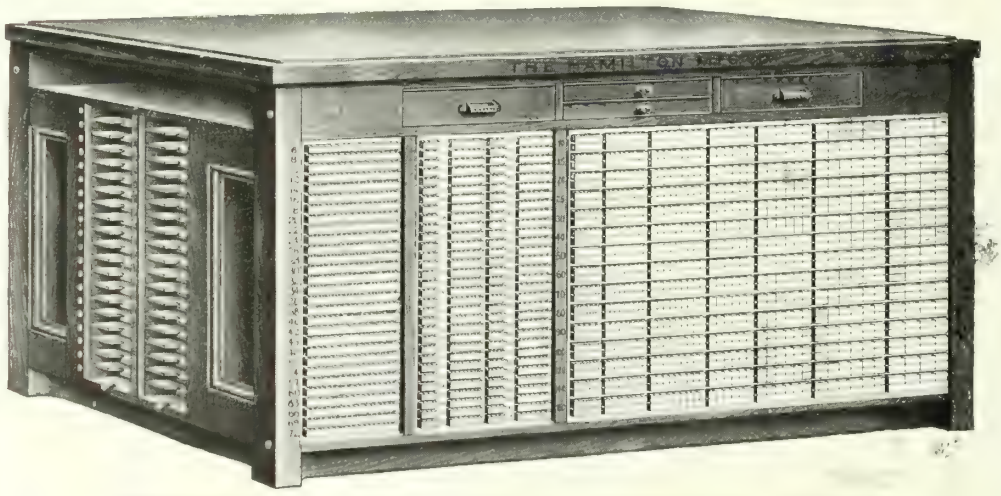
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Catalog of all-steel composing-room furniture now ready. A copy will be sent to all inquiring printers interested in steel equipments.



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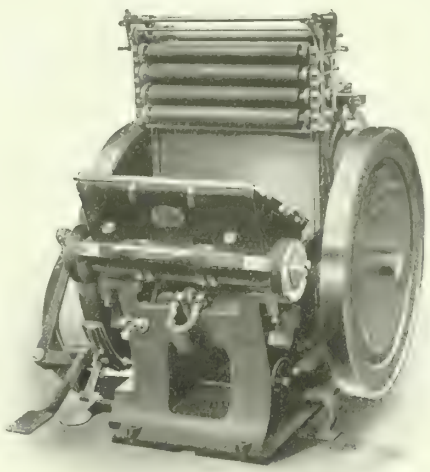
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Built for service at the right price.

The Art Caxton is the genitor of exquisite printing and beautiful embossing. It represents the highest development in platen press building. Built for service.

Used in every country in the world.

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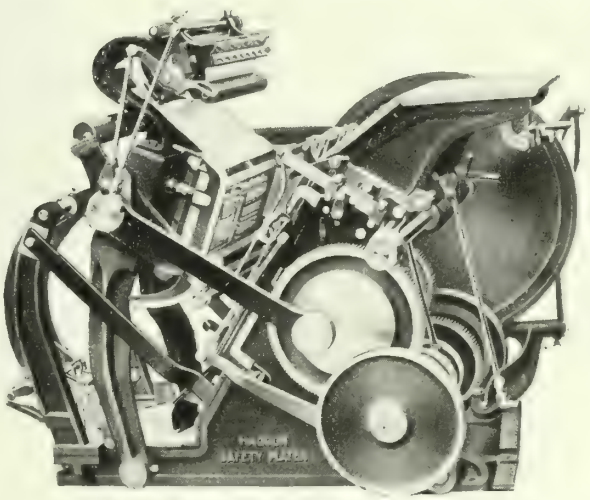
Buffalo, N.Y.
June, 1912

Dear Sir:—

The Art Caxton Platen Press that we purchased from you sometime ago, has proved all the claims you made for it. We are very much pleased with it, both for color work and embossing

Yours very truly,
MATTHEWS-NORTHRUP WORKS
(Signed) J. A. PIERCE, General Manager.

The "HADDON SAFETY"



LETTER No. 2

The Intrinsic Value of the Moveable Make-Ready Plate

THE HIGNELL PRINTING CO.
736 Sherbrooke St., Winnipeg, Man.
June 8, 1912.

Messrs. Anglo-Canadian Type & Machinery Co.
124 York St., Toronto.

Gentlemen:—

. . . . . The make-ready plate on the Haddon-Safety Press makes it easily possible to lift one job for an hour or two, put on a rush job and then revert to the original; and when two "Safetys" are working side by side exchanges can be made in a manner that is as surprising as it is useful.

Yours sincerely,
(Signed) A. R. HIGNELL.

Here is a platen with the veritable speed of a greyhound, a real model of efficiency, chief among which is a moveable make-ready plate. Is not this the height of efficiency? Ask us to show you how to meet competition profitably.

Illustrated Literature in English or French

fully describing the "Art Caxton" or "Haddon Safety" will be sent gladly upon request. Send to-day for your copy.

Anglo-Canadian Type and Printing Machinery Co., Ltd., 124 York St., Toronto

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¶ **Keystone Products** are backed by years of successful selling and by the opinions of the great army of satisfied users who **know** when they purchase anything from the Keystone that it will be right in every respect—the best that can be purchased.

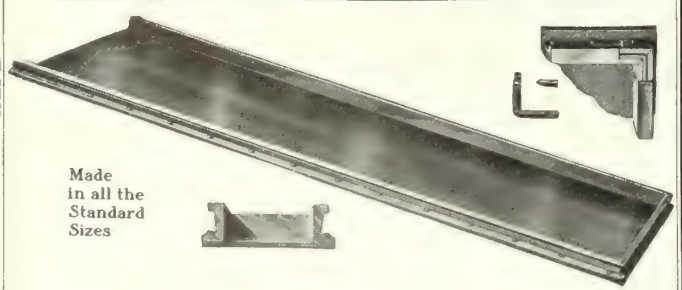
¶ **Keystone Products** contain the results of years of experience in originating, designing and manufacturing the highest quality Type, Material and Steel Furniture for the printer.

¶ **Keystone Products** are always made of the best materials, by skilled labor, and under expert supervision. Such articles give to the purchaser the best service with the highest efficiency and helps him obtain greater profits. Therefore, it is economy to buy only the best, and Keystone Products are the best.

¶ **Keystone Products** are worthy of an introduction, and we are always pleased to give information, send our printed matter or co-operate in any way that will help towards success and the betterment of the craft. Can we help you?

The **Keystone Type Foundry** has no connection with any other type foundry; is independent in its policies, finances and practices, and competes for orders with every other manufacturer or dealer in type, brass rules, leads, slugs, galleys, chases, steel equipment and all other supplies used by printers. The Keystone handles the type and material made by other foundries and other foundries handle the type and material made by the Keystone; but, this is done merely for the accommodation of the customer and neither indicates nor implies any relation other than mere buying and selling.

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The above illustration of the Paragon All-Brass Galley gives a splendid idea of the superior construction of this galley. The small cut of corner section shows the patent corner lock, while the small end view shows the shape of the new sides.

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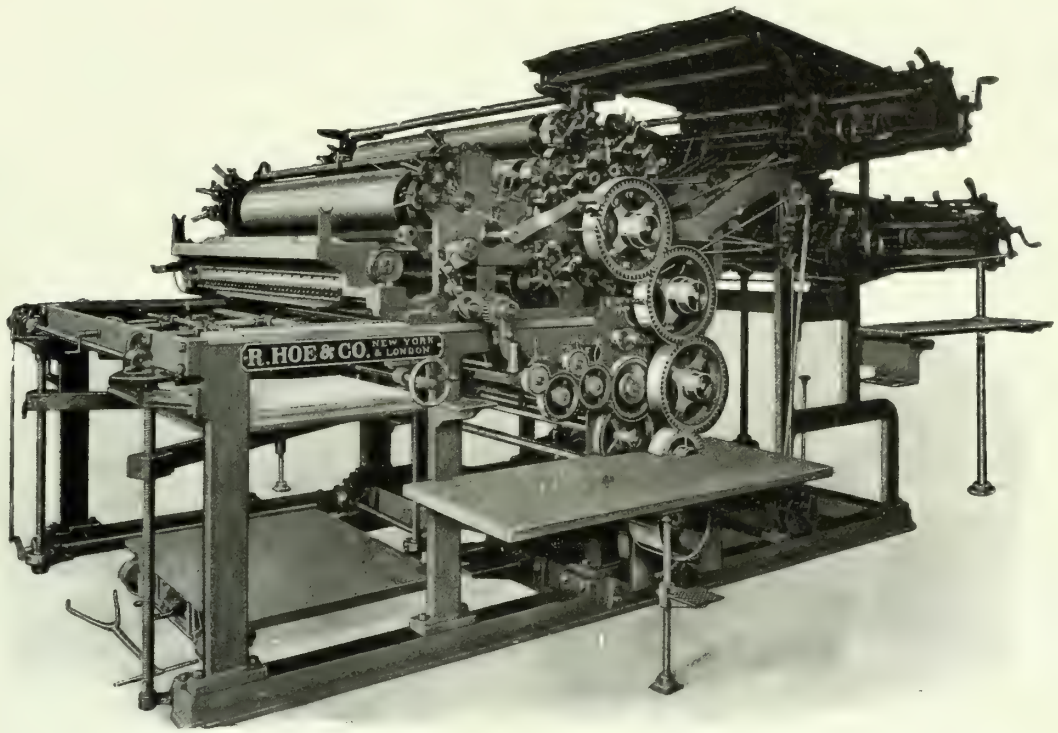
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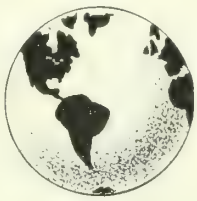
If you have long runs of high-grade periodical, magazine, catalogue, book or job printing, you cannot afford to be without this new continuous printer.

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Making a Flat World Round



When Columbus set out to reach India by sailing west-ward, he met with opposition and ridicule. He believed the earth to be round.

Wise men held that it was flat—that Columbus was mad—and that he'd fall off somewhere if he departed from established beliefs.

But Columbus' belief found him a continent and made him blessed of memory.

The Business World is flat to some men. Their profit-bearing shores of Opportunity stretch only so far as their grandfathers trod. Custom, superstition and apathy have set them confines which they may not pass.

For instance, they believe the business year is a flat one—not an all-year round of trade, with East joining West, with Spring merging into Autumn—but just two distinct seasons, with sawed-off edges gaping into space.

They confine their activities to a Spring trade and to a Fall trade. To them there is no intervening continent with stores of waiting wealth. Their world is flat. They have not explored the mid-year months of Summer trade. June, July and August are never-never land.

Surely this conception of Summer as a "dull" season is as fallacious as the delusion that the earth was flat. People have just as much money in the hot weather and spend quite as freely as in Spring and Fall. Granted that they are not buying skates and snow shovels in August, yet they are buying staple articles. Furthermore, they have an eye on luxuries and comforts they are counting upon purchasing in the Fall.

The modern Columbus has discovered this Summer Trade—this golden West lying between the known continents of old beliefs. Departing from established habit, many have made their energies and their Advertising an all-year-round proposition.

Keeping up Advertising during the Summer months not only links your Spring and Fall, but produces rich harvests from the Summer months themselves.

Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or the Secretary of the Canadian Press Association, Room 503, Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write, if interested.

The PRINTER & PUBLISHER

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF THE PRINTING AND PUBLISHING TRADES OF CANADA

Vol. XXI. TORONTO, AUGUST, 1912 No. 8

The Foreman and the Compositor

By C. Dunnet

Superintendent of R. G. McLean's, Toronto.

THE duties of the foreman of the composing room is an inexhaustible subject, and we will not attempt to define them here. Every office has some different method of operation—in most cases made necessary by the class of work handled, but very often in conformity with the ideas of those in charge, and the foreman is expected to do what the foreman had to do since the establishment of the office, regardless. However, there are certain things that the foremen of all offices have in common, and that is their dealing with the men in their charge and their duties to the firms employing them.

WHAT THE FOREMAN SHOULD KNOW.

The foreman of a composing room should know *everything of something* and *something of everything* in connection with printing. In other words, he should have a thorough knowledge of the branch of the trade or the class of work that he is to take charge of; but he should also know something of every other branch of printing. The more general knowledge that he is possessed of the more easily will he be able to discharge the duties devolving upon him. It is embarrassing to a foreman when a compositor comes to him about some work that he does not understand, and he is unable to assist him for lack of knowledge. The men look to the foreman as a person in authority, who is placed there by reason of superior skill—though it is not always the truth—and expect a certain amount of information from him that they are not paid for carrying around with them, and possibly have not had the opportunity of learning. While the foreman is not supposed to be a walking encyclopædia, still he is supposed to have all the details in connection with the work in hand at his finger ends, and be able to give decisions on short notice.

HIS AUTHORITY.

The foreman is placed in charge of the composing room to look after the interests of the house, and have charge of the men employed therein. The men look to the foreman as the proper person to deal with where they are individually or collectively concerned, and if they do not the foreman should see that they do. He should be in absolute control. The firm should have no authority over the men other than through the medium of the foreman, and the foreman who would submit to anything short of this is neither capable of looking after himself or the men whom he is supposed to have charge of. The sooner he has this clearly defined the better results will he be able to get out of the men, and the more harmoniously will all work together. Where the foreman permits the office staff to over-ride his authority he invites trouble for himself and the house. Every compositor should know that the foreman *is* the foreman, and he can easily impress this upon them without resorting to methods of "bull-dozing."

THE HOUSE EXPECTS ECONOMY.

The thing that the foreman must watch is that he does not run up unnecessarily the hour cost of the productive time. This can be done in many ways. He should first of all know the men he has employed and what they are capable of doing; what work they have been accustomed to or have had the most experience on. In giving out the work he should see that it is distributed among the men with regard to their capabilities, if he is to get the best results.

Then there is the possibility of the composing room being over-manned for the amount of work that there is to turn out. Some men are expert in the art of making a job "spin out," and a foreman has to be on the job to make sure that they do not pull any stunts of this kind off on him.

The "dis" game is another stunt that should have his attention. This is bad in some of the larger offices; but there is a way of overcoming it, and that is by prohibiting any of the compositors from handling distribution. Let the compositors understand that their business is to set type, and see that they mind their business—that is the business of the foreman. Put the distribution in charge of one or more men, or have a distribution department, however

small, and make them responsible for that class of work. The number of compositors required to do the actual composition will soon regulate itself if the distribution is separated from it, and the same is true of the distribution department. This is no dream, but an actual reality, and printers would do well to put it into force. It is surprising how much distribution a good man can do in a day when his work is systematically put through. This system has been tried successfully—the best possible compositors secured for the job, paid over the scale, and the results have been surprising.

Another thing that runs up the hour cost is the substitution of overtime where the job has been figured on for day time. The work in the composing room becomes clogged up by the constant promises of new work at the business end, and the foreman throws on "the bunch" a few hours extra each night —time and a third—instead of putting extra men on in the day time. This is bad business, but the foreman is not always to blame. It is not always possible to pick up printers, and in most offices they have to learn the "lay" of the place before they are much good, and this brings us to the next point.

THE "LAY" OF THE OFFICE.

This has a great deal to do with the boosting up of the hour cost. An office properly planned should enable a man who has never seen the inside of the place before to go to work, if he knows his business, and work with just as much familiarity as the man who has been about the place for the biggest part of his life. This sounds like a "lie," but it is absolutely true. There are not two ways of arranging a composing room. There is a right and a wrong way, and if your room is not laid out as it should be you lose money every time you put on a new man. This in itself is one of the reasons that foremen hesitate to put on extra help when they need it.

The foremen in the larger offices should have their material so laid out that the several classes of work would be done in certain sections of the department, and what is required for each class of work most convenient to it. Men on display work should not find it necessary to go to the alleys where tariff or catalogue work is being done to get type or material; and the stone man should not have to run all over the office looking up pages for this or that journal.

MEN AND EQUIPMENT OUT OF JOINT.

If a foreman finds that he has a staff that is not properly balanced as to ability he should commence at once and weed out the weak places by replacing the men who are not up to standard. He may find that the office is turning in a class of work that only a few of his compositors are competent to handle profitably. The result is that these men are chased unnecessarily and prevented from doing their work as well as they should and can do it, because of this unbalanced state of the composing room. The other men work at their leisure, distribute, assist the good men and are not entrusted with anything in particular, because of their inability. This unbalanced state of affairs applies equally to the material as well as to the men. It is possible for a composing room to be so equipped that the type and material lie idle nearly the whole year round. A great stock of material is sometimes laid in when the boss gets excited over some big job that he has just landed. He orders the stuff regardless of the average run of work of the office in order to turn out the job quickly, and as soon as it is done the material is laid back in the cases; the odd sized leads and slugs that were bought are parcelled up; the leaders, quads and accents are put away in boxes, to remain there until the time comes around next year for the same job to be figured on, and perhaps lost. This occupies a lot of space, ties up a lot of money, and when it is all figured out it is nothing more than a mere speculation on the part of the house.

When the extrordinary job comes around the boss should sit down and take the foreman into his confidence and "dope" out the possibilities of his composing room with regard to the work, and, if it be found that the place is not equipped for that class of work and there is not enough of it to be had to warrant the purchase of the extraordinary amount of material, then the best thing to do is to look around for some printer who has the necessary equipment and farm the composition out to him, and, if necessary, the presswork as well. The chances are that when the job is done the printer giving out the work will have a better profit than the man who actually did the work. If this is done a few times there would soon be other printers looking for your office and the use of your equipment, and this brings us back to the starting point—the unbalanced state of the composing room. No composing room can be equipped to do all classes of work. There is no composing room on earth big enough, or equipped to do all kinds of printing, and do it profitably.

This is one of the things that will show the competence or incompetence of the foreman quickly. If he does not register a kick in this respect he is not doing his duty to the house or to himself. Get the boss out of the notion that he can do anything and everything that comes along. There are so many jobs taken in and turned out time and again at a loss, and this loss is often placed at the door of the composing room. It is traced to this department, when as a matter of fact the job should never have been accepted for lack of proper equipment. The great thing is to select the kind of work that the office can do and make money out of and chase it hard: specialize along that line and have a foreman placed in charge who knows the class of work and knows the kind of compositors to employ.

PROPER INSTRUCTIONS.

Compositors are often held responsible for inferior work when they are carrying out faithfully the instructions issued by the foreman. This leads to a number of things: Foremen should see that they thoroughly understand what is wanted before they try to issue instructions to the compositors. They should never let a customer, or salesman, or whoever is giving the work out get away from them until they have explained what is wanted accurately. If the foreman hasn't got a memory that he can swear by, and knows it, he should religiously place everything down on paper. Life is too short for a man to tax himself with memorizing all the details in connection with the work of a printing office, and there are very few foremen who have the ability to retain the multiplicity of detail that is attached to printing orders. The trouble is that there are so

many foremen who consider themselves so possessed, and this is a primary cause for the appearance of "bulls" in the composing room.

A foreman cannot get too much information about his work. Salesmen sometimes, in their anxiety to get a job "on ice," and get back to the office with the copy, omit getting information on very important details, and they do not care to go back to the customer in case he should change his mind and reduce the order or something worse. The work is started and neither the salesman, foreman or the compositor has a very clear idea of what is wanted, but they are taking a chance, and the usual result is that the compositor gets the credit for using up unnecessary time on the work.

Men receiving work from the foreman expect sufficient information with that work to be able to carry it through intelligently. If they do not get it they should not commence the work until they do. Many foremen have the habit of throwing the work at the men and trusting to luck that it is turned out the way it is wanted. The men waste a whole lot of time thinking out what should be told them at the desk when they get the work. They have not the same opportunity as the foreman or salesman for getting this information.

THE CONSCIENTIOUS COMPOSITOR.

Did you ever hear a compositor swear when asked by the foreman to make some fool correction or change that he knows is "all to the bad," and that cannot but result in loss to the house. If he is a conscientious workman he will strenuously object, and often, if the foreman is wise, he will submit. It may be asked why he should care when the firm pay him his wages. Simply because he takes some pride in his work and knows that he is on the wrong track. Go to the "dub" printer and ask him to make a change and he will make it a dozen times and doesn't care a hang whether he is doing what is right or wrong so long as the house pays him his money.

ENCOURAGE THE MEN.

The important thing in the successful operation of a composing room, or of any other branch of the business, is sympathetic encouragement to the employees who are endeavoring to put their best thought and effort into the work. Compositors are but human, and human nature is flexible and susceptible to all the existing conditions that surround it. A machine will not work on and on day after day without attention. It must be oiled in order to run smoothly and wear for any length of time. The human machine requires infinitely more attention in order to make it productive of the best results, and in handling it the greatest care and tact is necessary.

A foreman should be thoroughly well acquainted with his men and, if possible, all their peculiarities. Some men can work better if they are left entirely alone, and need no commendation of any kind; but there are men who, if they set a piece of composition of some merit, like it to be commented on by the foreman, or to get the opinion of the customer who is getting the work out. It encourages them to do still better work and stimulates new interest and renewed efforts in each piece of composition that they are given to do. Some foremen will not do this for fear the men get the "swell head," and become dissatisfied with their day's pay, and cause trouble. It might do this in a few cases, but it would soon all come right again, and if a firm has a superior man employed it would be better to pay him a little more and keep him than to have a bunch of "dubs," who were satisfied with what they could get.

It is a good plan to let the men understand that they have a certain amount of responsibility in connection with the work that they are doing. A man who is unwilling to accept any responsibility is not the right kind of a fellow to have about the place.

INFORMATION FOR THE FOREMAN.

Another thing that should be more generally adopted in the printing business is acquainting the heads of departments with exact information as to how their work day by day is affecting the cost of production. Records should be placed in the hands of the foreman every morning. This would give him a chance of correcting any unnecessary loss of time or expense that may have occurred, and it would have a good effect on the employes. It is done in many of the most successfully conducted lines of business such as large mercantile institutions and department stores where the greatest economy of operation is essential. It would apply equally well in the printing business and would assist the foreman to do that which he is expected to do now without the information much more easily and with greater efficiency.

A firm cannot give the head of the department too much information about the working of the office, if they expect him to intelligently carry out the orders that are issued. The head of the department is a most important official in the conduct of any business, and can, if he is not properly posted on the affairs of the office so that he knows what he is doing—and is not doing something that is meaningless to him—lose a lot of money for any firm that is shortsighted enough to pursue this wrong policy.

The foreman of the country weekly who has to get out the paper between Monday and Thursday, and do job work for the balance of the week is entitled to the same consideration from his boss in regard to information, as is the foreman in the large city printing house. The compositor in the same place is entitled to the same consideration by the foreman and the employers in all offices, large or small, should not lose sight of the fact that they cannot conduct their business without the assistance of the human agency, and it is incumbent upon them to have as much consideration, and a little more, for the men or the foremen that they employ than they have for the machinery that they pay their good money for.

Spreading Out In B.C.

J.A. BATES, publisher of the Fraser Valley *Record,* Mission City, B. C., has purchased a half interest in the Sumas *News,* Sumas, Wash., and is now publishing this paper in company with his partner, T. B. Brown, editor of the Huntingdon *Star,* which was started last April. Mr. Bates is now interested in four papers, the Fraser Valley *Record,* and Abbotsford *Post,* of which he is sole proprietor, and the Huntingdon *Star,* and Sumas *News,* in which he holds half interest. The partners have now in contemplation a magazine to be known as the *Fraser Valley Magazine,* which will probably appear in August.

Everyday Problems in the Newspaper Office

By Don C. Seitz

Business Manager of the New York "World"

IN an address full of sound common sense and replete with clever personal touches, Don Seitz, of the New York *World,* gave the members of the Canadian Press Association, assembled at the Ottawa Convention, a treat which will not soon be forgotten. A verbatim report of his remarks was taken for *Printer and Publisher* at the time, but owing to delays in transcription it was not received in time for inclusion in the account of the convention as published in the July issue. The omission is now rectified. Mr. Seitz addressed the association as follows:

Mr. Chairman, it is rather superfluous, I think, for me to talk on the subject of free publicity, because I know that your Committee and your Secretary have done some very excellent work on that line. Perhaps it would be of interest to you to know that we have a permanent postal committee, such as you have appointed, and have recently strengthened them by forming a co-operative committee composed of the Chairmen of the Postal Committee, of the Magazine men, the N. P. A., our Association, and the Trade Press Association which is quite strong in the States. The three act jointly in all matters affecting the postal affairs. I think there is just one point in which we ought to interest ourselves on both sides of the line and that is doing all we can to eliminate the theory of privilege in dealing with postal matters. When we find the post office doing business on unbusiness-like lines, we should try to get them off those lines and not consider the question of privilege at all. At Washington, we are constantly faced with the theory of privilege. The Postmaster-General and the Committee on post office and postal rates are constantly reminding us that this is a privilege. When we complain of papers being late they say it is a privilege, we lose money, you are lucky to be carried at all, and at the last investigation by the Republican House we were able to show the Committee on Post Offices and Postal Rates lately, that it costs us one-half as much to forward our matter by other means as by the post office. In other words, we were able to deliver our newspapers, within our average radius for fifty cents a hundred pounds. For example, the Pennsylvania Railroad takes New York newspapers to Washington for twenty-five cents a hundred; the New Haven takes them for thirty-eight cents a hundred to Boston, and the express companies carry us within a radius of five hundred miles, for fifty cents a hundred. The post office, however, is trying to get through a two cent price and it does not seem right, we have fought them, not because we object to paying more, but because we think that as a business matter the post office ought to fairly compete with other methods of transportation; in fact, the post office is much more advantageously situated than a railroad or express company is, in that it has fixed points of distribution and it would occur to anyone, looking at the average post office and seeing the boxes about one-eighth full, that a properly managed post office department would be saying how can we put more matter into these empty boxes or half-filled postal cars for which we pay full price, rather than keep matter out of the mail. In a printing office, if we could run our presses all day we would do much better than by running them for a couple of hours. The post office is so fixed that it has a fixed basis of cost, and yet all the policy is that this is a privilege and all the newspapers are abusing it, whereas we are the greatest single factor in the expansion of the post office.

On the question of free publicity, one point occurs to me. I take some pride in the fact that I started this movement myself about five years ago, in the American Newspaper Publishers' Association and I did it because I made a painful discovery. I went to Hartford one night to talk to a Men's Club, run by a church there, the pastor of which was an old acquaintance, and along towards the end of the talk some questions were asked, and a great silk manufacturer asked if it was not a fact that the newspapers were very largely perverted into printing matter against the interests of their readers, in other words, were they not venal and controlled in that way. I said I was not conscious of having, in twenty years, gone upstairs and asked the editor to do anything that affected the business office one way or the other. I was surprised to find in that group a very strong feeling that the newspapers were not on the level, and I began to hunt for the reason for this and in doing this I discovered the press agent. We began to hunt it down. We hired a special man and connected him with the New York office. In the course of less than a year that man visited nearly one thousand men, who were making a handsome living by selling out their ability to unload copy to the detriment of the United States, justly concealing therein the interests of their employers and that is the reason we were being discredited all over the country. I did not start this thing because I wanted to force these men into the advertising columns, but because the moral basis of our business was being insidiously destroyed through the easy going people upstairs who welcome information from all sources, and were not conscious that they were being worked and sold without price. To be sold and degraded without even having the pleasure of being paid for it is the limit, and whether you are commercial or philanthropic we all have the same feeling that we do not want to be worked. "News, and do not be used," should be the motto of newspapers. The amount of trouble newspaper men take in trotting around after other people's troubles is great. I do not think there is a greater waste than that in the columns of a great newspaper doing things for nothing to oblige other people; I do not mean that we should be mercenary, but when a man does a thing for profit and when we went through the press agent's stuff, we found that ninety-nine per cent. was for profit it should be done on a business basis.

At first the newspapers were very indifferent and the third year I tried to pass a resolution that would enable the Advertising Committee to discipline advertising agents who tried to send leading notices. They would not go that far, but the result of the work became so clear through our weekly publicity bulletins, that after a year or two the Advertising Committee got full authority to discipline agencies and we have taken a number in hand. There are one or two offenders yet to be dealt with. We particularly laid stress on the agent's pledge that no matter what the circumstances, he would not try to do free business. We have finally converted all but two or three advertising agents, by peaceable means, into the belief that this was destroying their legitimate business in addition to destroying the moral of the newspapers. Another thing, we are no longer bothered with requests. In New York, we had a system by which we would allow an advertiser a certain amount of space a year, a column or a column and a half. It was a sop to Cerberus. Three or four years ago I said: we will stop this on the 1st of December, "Nothing for nobody." The Advertising department predicted that we would have a lot of trouble. The day before the rule came into effect a request came in from one of our largest advertisers and I sent back a polite note saying the rule went into effect that day. I got back a most polite note in reply, saying that they were sorry to be the first victims of the rule, but that if it was to be a rule they would abide by it. Before that, what did we have? Siegel Cooper's were dissatisfied with their notices and they said unless they could have this notice without the three stars on the top, they would have nothing and they got nothing. I simply wiped out an imposition and abuse and hurt nobody and we certainly elevated the standing of the people. A fellow in New York, Brownell, made a lot of money by a Century Syndicate. He was under contract with the Southern Railways and gulled newspapers with stuff for which he received $10,000, and they received nothing, and all the while the innocent papers, because they got a page of pictures, helped these rich railways. The country newspapers have been worked to death through patent inside and plate matter. The same press agency game has been played on you and you have been granting your circulation which is of great value. In this way, man after man has led his population to go elsewhere and has received nothing. The Western railways have worked us to death on this matter. I got so that I did not want to see a cut of a big apple coming into the office.

A MEMBER: What about giving free notices to the circus?

MR. SEITZ: The circus is a time-honored institution, which we have never had the heart to treat unkindly. I have always regarded the circus as a friend of mankind, and it is not a corrupting influence. The circus is a moral and elevating institution, quite different from a railway.

A MEMBER: What is your rule with regard to free notices for theatres?

MR. SEITZ: We have no rule; the theatres give us the smallest amount of advertising and extract the largest amount of space. We have never overcome the theatre evil. We charge a high rate, fifty cents a line, but they get the largest amount in the smallest space. The theatre as now run is not a World fetish, it is in the hands of a Syndicate, it is not elevating, and you no longer have the old time sympathy with the barnstormers. I used to have to help Harry Lindley, who is a Canadian. I used to run a country newspaper and Harry would come in there and I always helped him out and never got a cent out of him, but I liked him and that was an entirely different matter, because we were both vagabonds in a sense struggling to make a living out of a reluctant community. But when a high-priced syndicate comes along and tries to get free publicity, it is time to say, you are a business and so are we. What I objected to was the deliberate attempt to capture us without our knowledge. Some of our speakers at the banquet last night, spoke about lack of confidence and that grew out of our good nature. The editors said, here is a ready-made picture and ready-made stuff and it never occurred to them that they were being capitalized, and I think when we get this thing cured it will improve our condition very much before the public at large. We have always run along the line that we have to get our paper out and this fellow's electrotype will fit in. I know that I used to have a struggle in having to run a country newspaper. When a $100 ad. would come in with a $10 cheque, and the money was there and you never knew when you would see as much again and it saved composition and you put it in but as a matter of fact we all starved under that system and my successor who absolutely reversed that policy has become a plutocrat in a town of three thousand inhabitants by doing everything opposite to the way I did it. I hurt a man's feelings by asking him to pay what he owed me. My successor does not; he sues him and gets the money, and is quite well off. I would advise every fellow here who is having trouble with his business to write to Fred Sanborn of the Norway Advertiser and he would see the most compact, well made, businesslike sheet he ever saw. There is not a waste line in it. He has about three thousand subscribers and the other papers around him are starving, wretched sheets. He is the one man who says: this paper is a real paper and is run for business. I do not know why we should let people impose on us because we are running newspapers, they will tell us: you are the Archimedean levers that move the world, and will not pay their subscriptions. I think a newspaper is a public servant, here, to do its duty by the public, and those critics who complain about the tone of the newspaper and what it prints, I have always had one question to ask of them, what is it that a newspaper prints that is worse than who you people do? Then all these reformers with high brows to go back and shut up. In our shop, we do not commit perjury, we do not burgle, we do not default, what do we do that is so terrible? The murders, etc., are the perform

ance of you people, and not of us. When you eliminate free publicity, stop the advertising agency from greasing the copy by insisting on as much space in reading as advertising you come near to straighten the paper out.

On one line of advertising I found that a line of reading matter was going out of every paper in town for every line and that the advertising was being taken at from one-half to one-third of the regular figure. The rates have gone up and when we took the last census on the thing a while ago, we found that instead of giving one line free to every line of advertising, we had it dow to from fifteen per cent., to twenty per cent. Then we cut off the real estate to see what we were doing on that. Some papers were giving an intolerable deal of sack with a pennyworth of bread, but most of them are in pretty fair shape. These are things that you want to watch because you are watched by the public in reference to them. When a man finds that you are ready to spill yourself all over, he puts you at a low valuation.

The thing is to get down to par value and find what is the matter and the chief thing the matter with our weekly press is waste space, padding with leads, too large a sheet, too large type We are lacking in intensive cultivation. I saw farms in Japan the size of this room supporting five people, whereas in Canada fifty acres are sometimes starving three people, and I have seen newspapers that should be paying that are wrecks. I would be glad to have you send for a copy of this paper of which I spoke. I did all the things I am against; he did exactly different.

MR. WILGRESS: What do you do with advertising copy made up to look like reading matter?

MR. SEITZ: We will not print it; we will accept it for printing in agate or smaller or larger type, but it is ruled off and if it looks suspicious, we put the letters "advt." at the bottom. We put the biggest ads. at the bottom of the page and the little fellows are placed around, so that there is no such thing as an island position. It is unfair to the advertisers and to the readers, and althought you get a little extra money you spoil the sheet and the man who is competing and who does not get it, suffers. The paper ought to be very democratic in its treatment of everybody. We have all our advertising now on the line basis, not by the inch, but by the line. The inch is a bad way of measuring. In the first place it is a lump sum, and you get the worst of it, but the line is always there that is the unit. We used to have a column rate. We had an advertiser who simply said he never would have his rate raised; he would go out of the paper. He was an important advertiser. The dry goods merchants were out for three years, three hundred thousand a year for some years. We finally made a complicated contract which we should not have done, but I finally worked in an ingenious clause which made them underwrite each other, so that if any one defaulted the others have to make up. They have not renewed that. One day, one of them complained bitterly that in closing the form up they had been cheated out of three or four lines. I had a great idea. I said to our advertising manager: go back and tell the advertising manager of this particular store that the simplest way to do is to put them on a line rate basis so that they will pay for exactly the number of lines, instead of saying for a short column. They agreed to that, so we got our raise through. It never occurred to them about the difference between the line rate and the column rate. At the same time, we reduced the line charges, we made a 280 line column instead of a 283 line column. They all thought they were getting something. We cleaned up 82 a column on that and when you have 30,000 columns a year you will see that 82 a column comes in very handy. We made another discovery that you all have to make in order to put your business on a secure basis. Ours was very serious. We had a set of discounts and all the time we were cutting down the regular prices. I finally figured out that the trouble was that instead of having four large contracts we had fourteen and the result was that the earning power of a column was going down all the time. The circulation being on a cent basis there was no increase from circulation but, on the contrary, an increase of expenses, so I finally got on the basis of figuring entirely on the earning power of the column. First, I figured out how much the advertising had to produce over and above the returns from circulation. It cost us eighteen cents a line. I made this charge on the earning power of the column. If you go over your papers and see what is your total revenue and then set that aside, subtract it from your total bill and from the remainder subtract your expense over and above circulation income, then you will see exactly what each line of advertising has to earn for you in order to pay a profit, and take care of the difference in expense. We found that every line of advertising had to earn eighteen cents. On some of these advertisements we were only getting twenty or twenty-one cents a line Then, I used thinner rules between the Want Ads. and saved $1.75 a column in the Want Ads. We have a checker and every day the average value of the column is stated, the number of columns, the value of the columns, and the total of the earnings of the day, so that we always know where we stand. We will probably have this year about 61,000 columns of advertising It makes a great deal of difference in the net earning power of our plant whether we earn $2.00 a column more this year than last year and yet I do not believe there is a man in this place who has ever given that matter proper consideration. Every one of you should figure the cost of a column, then you can raise your rates easily Those of you who are publishing 5,000 columns a year may figure up what you can do with a little compression that adds a dollar a column to the value of your advertising. We were growing all the time, but we were not growing in our earning power; in other words, the more business, the less progress and the reason was that through wasted space, through too many discounts, we had lowered our average capacity for earning money, and nobody knew it If you go through your business in the same way, you will make a similar discovery, and you will be surprised to see what slight changes you have to make.

MR. HUNTER: Do you lead any matters?

MR. SEITZ: The evening paper is all leaded and the morning about two-thirds.

MR. HUNTER: What is your idea about leading a country paper?

MR. SEITZ: I would rather have a very compact paper with a large face.

MR. WILGRESS: Then you would curtail all headings?

MR. SEITZ: Yes, I have done that on the evening paper. There is only one paper in the United States made up from an economical standpoint, that is the Charlestown News and Courier. It is the oldest newspaper in the United States and they have a make-up which to my mind is a model. It is a paper running ten and twelve pages a day and getting very low rates for its advertising, I think, about four and a half cents an inch for a daily newspaper.

MR. GIVENS: Do you think the public are crying for great big headings?

MR. SEITZ: No, I do not think so. We have a bulletin head on the front page, but we have dropped out the third step on the inside headings. I am not talking against the large headings because I would deplore emphasizing the news. I am talking in an economical sense. It is not advisable, where local news is important, to pull out the heading and put in another item. I once heard a foreman say: Pull out some of that heading and get in an item. I hope yet to live in an office where there are enough pica quads.

MR. O'BEIRNE: What is your view as to the value of sporting extras in getting circulation?

MR. SEITZ: For twenty years baseball was a fetish with us. We would kill horses with special editions, we had special wires, we hired special newsboys to hang around the Tenderloin to sell them but I could not see that the circulation was going up. The managing editor of the paper was a great believer in baseball as an advertising boost. I had a theory that everybody goes home in New York, and that after they went home they were gone, and that we were evidently losing circulation when we waited for a ball game. I said: Let us print it as news. We gained 12,000 circulation a day by the move and I never had a postal card from anybody complaining that they did not have the full game.

The thing you have to do with the morning paper is to get it out on time and delivered I do not think the sporting, except as to good working and results, amounts to anything from a circulation standpoint. I think we ought to restrict the baseball reports. The baseball people in New York will have 30,000 people at the game and they give us thirty lines three times a week so we have three dollars. We treat them as if they were gladiators in Rome we print all the particulars we can get about them and inform the public how the baseball player's sore thumb is doing.

MR. YOUNG: It strikes me that the problems of the New York World are not very different from the Cornwall Freeholder.

MR. SEITZ: Not a bit different. Mr. Pullitzer used to ask me why does circulation go up? I always said: Just as soon as I find out I am going to quit working and buy a steam yacht and paddle around in it.

A MEMBER: What do you think about trip contests and things like that as aids to circulation?

MR. SEITZ: Utterly worthless. The New York American has spent $150,000 since the last few years on those things and is worse off than ever.

MR. HUNTER: Does that circulation stick?

MR. SEITZ: I went through a riot of them on one paper. People always say the newspaper gives the public what it wants to read but we do not do that, we do give to the public what it ought to know and needs to know, and if that constitutes what the public wants to know we do it, but that is quite different from the theory that we run our newspapers on the theory that the people want something low and sensational. I think that pandering is confined to very low-down sheets, like the Police Gazette, with no circulation any more. Giving the public what they want is giving them what they need for their general benefit and the more you do that the better you progress.

MR. O'BEIRNE: What do you think of the value of the comic supplement?

MR. SEITZ: Very great, I invented it, I am the innocent father of yellow journalism. It was a pure accident. We had a color press in the cellar, a Scott press, Mr. Pullitzer did not know what to do with it and he would not allow them to do anything except little scenes in the park and that class of work. That cost a lot of money and did not do any good. Mean while, they thought the trouble was with the machine I said it was always the man running it. They bought another press, the result was the same, and the press was rusting in the cellar, and finally I had been watching the comic papers, and I said: let us start a comic supplement, and I kept writing and writing to Mr. Pullitzer, who was abroad, and finally I received a cable of one word: "Experiment" I got some gum and a pair of scissors and went upstairs and made a comic supplement We had a man named Kelly, foreman of the color pressroom. He got on to the job because he printed large catalogues, but when we put him alongside this color press he could not do good printing. I had to sit up with the color press Another man sent in a couple of drawings called "Hogan's Alley" I wanted this printed in colors but the results were not good and the man said: the trouble with your color schemes is that they are wishy-washy. The artist said: I will paint that kid solid yellow and he painted the Yellow Kid in solid yellow. It stuck out like a sore thumb. I went to the editor and said you will need to keep that Yellow Kid there, we will hear from him. He said: I have already decided to keep him. There is something very pathetic in the efforts of the public to be amused. Go to a variety show, the desire to be amused is pathetic. I believe that goes on to newspapers. I do not wholly approve of it, although I am not worrying much about the Sabbath day. I think the Sunday paper is an awful burden.

A MEMBER: Will the comic supplement do much good if printed in black and white?

MR. SEITZ: To a certain extent but you will be astonished at the difference the color makes. The demand for color is there What you want is to put in plenty of red, red somehow seems to attract the human mind.

Average-Cost Price List of Job Work

Authorized by the Canadian Press Association

THE Canadian Press Association published last month the Average-Cost Price List of Small Job Work, to the preparation of which reference has been made in recent issues of *Printer and Publisher*. The prices given in this book represent the average cost of producing the work listed in plants in the *villages and small cities of Eastern Canada. They are not intended to represent selling prices,* for they include no allowance for profit. Space has been provided on each page of the book for the insertion of the selling prices of the individual users.

The information contained in the Average-Cost Price List is so valuable that *Printer and Publisher* publishes it in full as follows:

COMPOSITION.

By the Hour Composition, make-up or lock up, 72 cents an hour.

By the Thousand Ems—When there are between 5,000 ems and 10,000 ems of one size and style of type, 90 cents a thousand ems. When there are over 10,000 ems (cost based on machine scale), 40 cents a thousand ems.

Proof-reading and Distribution are included or taken care of in the above prices.

PRESSWORK.

Gordon Presswork Wash-up for special colors, make ready and running time:—
Sheets, 9"x12" or smaller 60 cents an hour
Sheets over 9"x12" .....72 cents an hour

Cylinder Presswork—Wash up for special colors, make ready and running time, $1.20 an hour.

CUTTING MACHINE.

Time of machine and operator, 60 cents an hour.

HANDLING STOCK.

The Cost of Handling Stock (Unpacking, putting on shelves, storage, insurance, rents, etc.) runs from 10% to 20% of the invoice price, according to the quantity and quality. In **cost** prices, shown on the following pages, the following percentages have been added to the purchase price of stock to cover **cost** of handling it:—

On amounts under 50 cents..... 20%
On amounts between 51 cents and $1.00 ..... 15%
On amounts over $1.00 ..... 10%

PROFITS.

The first International Cost Congress went on record as favoring a minimum of 25% added to the **cost** of a job to cover profit. The Congress was made up of proprietors of job plants in cities, in which the yearly output would be considerably in excess of the output of the average office in the villages, towns, and small cities of Canada.

A fair allowance for profit should be added to the total **cost** of paper, ink, electros, engravings, etc., as well as mechanical work.

LETTER HEADS AND BILL HEADS.

Based on allowance of one hour for composition and lock-up. For each additional hour or fraction thereof, add to these **cost** prices, at rate of 72 cents an hour, **cost.**

Net cost of stock per 1000	250	500	1000	Each extra 1000	5000 run 2-on	Each extra 1000
$ .60	$1.53	$1.99	$2.77	$1.73	$ 8.22	$1.34
.70	1.56	2.05	2.89	1.84	8.77	1.45
.80	1.59	2.11	3.00	1.95	9.32	1.56
.90	1.62	2.17	3.12	2.06	9.87	1.67
1.00	1.65	2.23	3.23	2.17	10.42	1.78
1.20	1.71	2.32	3.40	2.39	11.62	2.00
1.35	1.75	2.41	3.57	2.56	12.34	2.17
1.50	1.79	2.50	3.73	2.72	13.17	2.33
1.80	1.88	2.66	4.06	3.05	14.82	2.66
2.00	1.93	2.78	4.28	3.27	15.92	2.88
2.50	2.07	3.01	4.83	3.82	18.67	3.43
Extra **cost** of colored ink and wash-up	.18	.19	.21	.04	.30	.02

DISTRIBUTION OF COST OF LETTER HEADS AND BILL HEADS.
(Exclusive of stock.)

	250	500	1000	Each extra 1000	5000 run 2-on	Each extra 1000
Composition	$ .72	$ .72	$ .72	$....	$1.26	$...
Make-ready	.15	.15	.15	....	.24	....
Running	.20	.40	.75	.75	2.25	.45
Ink	.03	.04	.06	.04	.12	.02
Cutting stock	.10	.12	.15	.08	.30	.06
Padding	.15	.20	.25	.20	.75	.15
Total	$1.35	$1.63	$2.08	$1.07	$4.92	$ .68

NOTE HEADS, MEMO. HEADS AND STATEMENTS.

Based on allowance of ¾ hour for composition and lock-up. For each additional hour or fraction thereof add to these **cost** prices at rate of 72 cents an hour **cost.**

Net cost of stock per 1000	250	500	1000	Each extra 1000	5000 run 2-on	Each extra 1000	10000 run 4-on
$ .30	$1.22	$1.58	$2.20	$1.35	$5.65	$ .90	$ 9.50
.40	1.25	1.64	2.32	1.46	6.20	1.01	10.60
.50	1.28	1.70	2.44	1.57	6.75	1.12	11.70
.60	1.31	1.76	2.53	1.68	7.30	1.23	12.80
.67	1.34	1.81	2.62	1.76	7.71	1.31	13.57
.75	1.36	1.85	2.70	1.85	8.13	1.40	14.45
.90	1.67	1.94	2.88	2.01	8.95	1.56	16.10
1.00	1.43	2.00	2.99	2.12	9.50	1.67	17.20
1.25	1.50	2.13	3.22	2.40	10.88	1.95	19.95
Extra cost of colored ink and wash-up.	.18	.19	.21	.04	.25	.02	.33

DISTRIBUTION OF COST OF NOTE HEADS, MEMO. HEADS, AND STATEMENTS.
(Exclusive of stock.)

	250	500	1000	1000 Extra run 2-on	5000 Extra run 2-on	10000 run 4-on
Composition	$.54	$.54	$.54	$...	$.99	$... $1.89
Make-ready	.15	.15	.15	...	.20	... .36
Running	.20	.40	.75	.75	1.88	.38 2.25
Ink	.03	.04	.06	.04	.10	.02 .15
Cutting stock	.10	.12	.15	.08	.25	.05 .40
Padding	.11	.15	.19	.15	.58	.12 1.15
Total cost	1.13	1.40	1.84	1.02	4.00	.57 6.20

ENVELOPES.

Based on allowance of 20 minutes for composition and lock-up. For additional time add to these **cost** prices at rate of 72 cents an hour **cost.**

In figuring prices on lots of 250 the stock has been charged at 1-3 instead of ¼ the rate for 1,000. This is to allow for the breaking of boxes.

Net cost of stock per 1000	250	500	1000	each extra 1000	5000	10000
$ .50	$ .83	$1.06	$1.63	$1.19	$ 6.29	
.60	.87	1.12	1.74	1.30	6.84	
.70	.91	1.18	1.86	1.41	7.39	
.80	.95	1.24	1.97	1.52	7.94	
.90	.98	1.30	2.07	1.63	8.49	
1.00	1.02	1.34	2.15	1.74	9.04	
1.20	1.10	1.45	2.37	1.96	10.14	
1.35	1.15	1.54	2.54	2.13	10.97	
1.50	1.20	1.62	2.70	2.29	11.79	
1.80	1.31	1.80	3.03	2.62	13.44	
2.00	1.39	1.86	3.25	2.84	14.54	
2.50	1.57	2.14	3.80	3.49	17.29	
Extra **cost** of colored ink and wash-up.	.18	.19	.21	.04	.30	

DISTRIBUTION OF COST OF ENVELOPES.
(Exclusive of stock.)

	250	500	1000	Each extra 1000	5000
Composition and lock-up	$ .24	$ .24	$ .24	$ ...	$ .24
Make-ready and running	.35	.48	.75	.60	3.15
Ink	.03	.04	.06	.04	.15
Total cost	.62	.76	1.05	.64	3.54

BUSINESS CARDS

Based on allowance of 45 minutes for composition and lock-up. For additional time add to these **cost** prices at rate of 72 cents an hour **cost.**

Net cost of stock per 1000	250	500	1000	Each extra 1000	5000
.25	$1.15	$1.48	$2.05	$1.29	$ 6.62
.30	1.16	1.51	2.11	1.35	6.89
.35	1.18	1.54	2.17	1.41	7.17
.40	1.19	1.57	2.23	1.47	7.44
.50	1.22	1.63	2.33	1.57	7.99
.60	1.25	1.69	2.44	1.68	8.54
.70	1.28	1.75	2.55	1.80	9.09
.80	1.31	1.81	2.66	1.91	9.64
.90	1.34	1.87	2.77	2.02	10.19
1.00	1.37	1.91	2.85	2.09	10.74
1.20	1.43	2.02	3.07	2.31	11.84
1.35	1.48	2.11	3.23	2.48	12.67
1.50	1.52	2.19	3.40	2.64	13.49
1.80	1.61	2.36	3.73	2.97	15.14
2.00	1.65	2.43	3.95	3.19	16.24

DISTRIBUTION OF COST OF BUSINESS CARDS.
(Exclusive of stock.)

	250	500	1000	Each extra 1000	5000
Composition and lock-up	$ .54	$ .54	$ .54	$ ...	$ .54
Make-ready	.15	.15	.15	...	.15
Running	.20	.40	.75	.75	3.80
Inks	.03	.04	.06	.04	.15
Cutting	.15	.20	.25	.20	.60
Total cost	1.07	1.33	1.75	.99	5.24

SHIPPING TAGS

Based on allowance of 30 minutes for composition and lock-up of single tag, or 2 hours for a gang of 4. For additional time add to these **cost** prices at rate of 72 cents an hour **cost.**

In figuring prices on lots of 250, the stock has been charged at 1-3 instead of ¼ the rate per 1000. This is to allow for the breaking of boxes.

Net cost of stock per 1000	250	500	1000	Each extra 1000	5000 run 4-on	Each extra 1000
.25	$ .84	$1.03	$1.47	$ .93	$4.22	$ .48
.28	.85	1.05	1.51	.97	4.38	.51
.31	.87	1.07	1.54	1.00	4.55	.54
.35	.88	1.09	1.59	1.05	4.77	.59
.38	.90	1.11	1.63	1.08	4.93	.62
.42	.91	1.13	1.67	1.13	5.15	.66
.48	.94	1.17	1.75	1.18	5.26	.73
.52	.95	1.19	1.79	1.21	5.70	.77

DISTRIBUTION OF COST OF TAGS.
(Exclusive of stock.)

Composition and lock-up	$ .36	$ .36	$ .36	$ ...	$1.14	$ ...
Make-ready & presswork	.35	.48	.75	.60	1.20	.16
Ink	.03	.04	.06	.04	.10	.02
Cutting gangs	...	...	...	...	.10	.02
Total cost	.74	.88	1.17	.64	2.84	.20

POSTERS.

Standard sizes to be cut out of double demy. Standard stock to be 36 lb. news.

Based on following allowances for composition: 12 in. x 18 in., 2 hours; 18 in. x 24 in. size, 2½ hours; 24 in. x 36 in. size, 3 hours. For each additional hour or fraction thereof, add to these **cost** prices at rate of 72 cents an hour **cost.**

	25	50	75	100
12" x 18" size	$1.92	$2.05	$2.17	$2.29
18" x 24" size	2.40	2.54	2.67	2.80
24" x 36" size	3.44	3.91	4.39	4.83

DISTRIBUTION OF COST OF 12 IN. X 18 IN. POSTERS.

	25	50	75	100
Composition and lock-up	$1.44	$1.44	$1.44	$1.44
Make-ready, running and ink	.40	.50	.60	.70
Stock and cutting.	.08	.11	.13	.15
Total cost	$1.92	$2.05	$2.17	$2.29

DISTRIBUTION OF COST OF 18 IN. X 24 IN. POSTERS.

	25	50	75	100
Composition and lock-up	$1.80	$1.80	$1.80	$1.80
Make-ready, running and ink	.50	.60	.70	.80
Stock and cutting.	.10	.14	.17	.20
Total cost	$2.40	$2.54	$2.67	$2.80

DISTRIBUTION OF COST OF 24 IN. X 36 IN. POSTERS

	25	50	75	100
Composition and lock-up	$2.16	$2.16	$2.16	$2.16
Make-ready, running and ink	1.20	1.60	2.00	2.40
Stock	.08	.15	.23	.27
Total cost	$3.44	$3.91	$4.39	$4.83

DODGERS.

Standard sizes to be cut out of double demy. Standard stock to be 36 lb. news.

Based on following allowances for composition: 6 in. x 9 in. size, 1 hour; 6 in. x 12 in. size, 1½ hours; 9 in. x 12 in. size, 2 hours. For each additional hour or fraction thereof add to these **cost** prices at rate of 72 cents an hour **cost.**

	100	250	500	1000	Each extra 1000	5000
6"x9" size	$1.04	$1.20	$1.45	$1.94	$ .88	$5.04
6"x12" size	1.44	1.64	1.94	2.55	1.09	6.30
9"x12" size	1.92	2.10	2.40	3.06	1.17	7.16

DISTRIBUTION OF COST OF 6 IN. X 9 IN. DODGERS.

	100	250	500	1000	Each extra 1000	5000
Composition & lock-up	$ .72	$ .72	$ .72	$ .72	$ ...	$ .72
Make-ready	.10	.10	.10	.10	...	.10
Running time	.10	.20	.38	.75	.00	3.00
Ink	.02	.02	.03	.05	.03	.12
Stock and Cutting	.10	.16	.22	.32	.25	1.10
Total cost	$1.04	$1.20	$1.45	$1.94	$ .88	$5.04

DISTRIBUTION OF COST OF 6 IN. X 12 IN. DODGERS.

	100	250	500	1000	Each extra 1000	5000
Composition & lock-up	$1.08	$1.08	$1.08	$1.08	$ ...	$1.08
Make-ready	.12	.12	.12	.12	...	.12
Running time	.12	.24	.45	.90	.72	3.60
Ink	.02	.02	.03	.05	.03	.12
Stock and Cutting	.10	.18	.26	.40	.34	1.38
Total cost	$1.44	$1.64	$1.94	$2.55	$1.09	$

DISTRIBUTION OF COST OF 9 IN. X 12 IN. DODGERS.

	100	250	500	1000	Each extra 1000	5000
Composition & lock-up	$1.44	$1.44	$1.44	$1.44	$ ...	$1.44
Make-ready	.18	.18	.18	.18	...	.18
Running time	.12	.24	.45	.90	.72	3.60
Ink	.03	.03	.04	.06	.04	.15
Stock and Cutting	.13	.21	.29	.48	.41	1.79
Total cost	$1.92	$2.10	$2.40	$3.06	$1.17	$7.16

PRIZE LISTS.

Following standards are recommended: trimmed size of book, 5½ x 8½; size of type page 24 ems by 40 ems; type for list, 10 pt.; inside stock 40 lb. 5 cent book, cover XX colored.

Based on half list and half advertisements. List charged at machine scale; composition of advertisements, 1½ hours a page.

200 copies ..... 1.36 per page cost
Each extra 100 copies, .08 per page cost.
Cover counted as four pages.

DISTRIBUTION OF COST OF PRIZE LISTS.

(On basis of 32 pp. and cover book.)

	200 copies.	Each extra 100 copies.
Composition of 16 pages of list, 1,392 ems to page	$13.36	$
Composition of 16 pages of advertising, 1½ hours to page	17.28	
Composition of 4 pages of cover, 1½ hours to page	1.32	
Make up of list, 16 pages, 15 minutes to page	2.88	
Lock up of eighteen 2 pp. forms, 10 minutes each	2.16	
Make-ready of eighteen 2-pp. forms, 10 minutes each	1.80	
Running off eighteen 2 pp. forms	3.60	1.35
Ink	.25	.10
Stock for inside, 21½ x 36½ 40 lb. at 5 cents	1.04	.39
Stock for cover, 20 x 25, 35 lb. at 7 cents	.31	.15
Binding	2.00	.80
	49.00	2.89
Cost per page	1.36	.08

FINANCIAL STATEMENTS.

Following standards are recommended: trimmed size of book 5½ inches x 8½ inches; size of type page, 24 ems x 40 ems; type, 10 pt.; stock 40 lb., 5 cent book. Because of urgent nature of this work composition is based on hand set rate.

200 copies ..... $1.70 per page **cost.**
Each extra 100..... 10 per page **cost.**

DISTRIBUTION OF COST OF FINANCIAL STATEMENTS.

(On basis of 16 page statement.)

	200 copies.	Each extra 100 copies.
Composition of 16 pages, 10 pt. 1,392 ems to page	$20.04	$
Make-up of 16 pages, 10 minutes a page	1.92	
Lock-up of eight 2-pp. forms, 10 minutes each	.96	
Make-ready of eight 2-pp. forms, 10 minutes each	.80	
Running off eight 2 pp. forms	1.60	.80
Ink	.15	.05
Stock, 40 lb. book at 5 cents	.47	.23
Binding	1.20	.50
	27.14	1.58
Cost per page	1.70	.10

IN MEMORIAM CARDS.

Based on allowance of 1 hour for composition and lock-up (2 pages). For additional time add to these cost prices at rate of 72 cents an hour cost

In figuring prices on lots under 100, the stock for 12 has been charged at ¼ the 100 rate, the stock for 25 at ½ the 100 rate, the stock for 50 at 2-3 the 100 rate, and the stock for 75 at 9-10 the 100 rate. This is to allow for the breaking of cartons.

Net cost of stock per 100.	12	25	50	75	100
.75	$1.20	$1.45	$1.62	$1.83	$1.95
1.25	1.34	1.72	1.97	2.29	2.46
1.75	1.48	1.99	2.31	2.78	3.01

DISTRIBUTION OF COST OF MEMORIAL CARDS.

(Exclusive of stock.)

	12	25	50	75	100
Composition and lock-up	$ .72	$ .72	$ .72	$ .72	$ .72
Make-ready, running and ink	.25	.27	.30	.33	.36
Total cost	$ .97	$ .99	$1.02	$1.05	$1.08

BUTTER WRAPPERS.

Based on running 2-on, and changing standing form—not re-setting. Allowance for changing form 30 minutes. Based on stock costing 55 cents a 1000 wrappers

	500	1000	Each extra 1000	5000	10000
Composition and Lock up	$ .36	$ .36	$ ..	$ .36	$ .36
Wash-up, make-ready, running and ink	.51	.71	.89	2.60	4.91
Stock, jogging and cutting	.41	.73	.08	3.33	6.56
Total cost	1.28	1.83	1.17	6.29	11.83

QUARTER SHEET WINDOW CARDS.

Based on allowance of 1½ hours for composition and lock up. For additional time add to these cost prices at rate of 72 cents an hour cost. If half tones are used cost of presswork will be increased.

Net cost of stock per sheet	25	50	100	Each ex 100
2 cents	$1.92	$2.20	$2.70	$1.00
3 cents	2.01	2.36	3.01	1.32
4 cents	2.09	2.51	3.27	1.56
5 cents	2.17	2.67	3.56	1.93

DISTRIBUTION OF COST OF QUARTER SHEET WINDOW CARDS.

(Exclusive of stock.)

	25	50	100	Each ex 100
Composition and lock-up	$1.08	$1.08	$1.08	$....
Make-ready, running and ink	.60	.70	.90	.10
Cutting	.07	.08	.10	.05
Total cost	$1.75	$1.86	$2.08	$ .15

HALF SHEET WINDOW CARDS.

Based on allowance of 2½ hours for composition and lock up. For additional time add to these cost prices at rate of 72 cents an hour cost. If half tones are used cost of press work will be increased.

Net cost of stock per sheet	25	50	100	Each ex 100
2 cents	$2.86	$3.28	$4.02	$1.67
3 cents	3.02	3.59	4.59	2.23
4 cents	3.20	3.85	5.15	2.79
5 cents	3.36	4.15	5.73	3.36

DISTRIBUTION OF COST OF HALF-SHEET WINDOW CARDS.

(Exclusive of stock.)

	25	50	100	Each ex 100
Composition and lock up	$1.80	$1.80	$1.80	$ ...
Make ready, running and ink	.70	.80	1.00	.50
Cutting	.05	.06	.07	.05
Total cost	$2.55	$2.66	$2.87	$ .55

MILK AND BREAD TICKETS.

Based on allowance of one half hour for composition and lock up; and use of stock costing $2.50 a hundred sheets.

100	250	500	1000	Each ex 1000
$ .87	$1.03	$1.35	$1.92	$1.34

DISTRIBUTION OF COST OF MILK AND BREAD TICKETS.

	100	250	500	1000	Each ex 1000
Composition and lock-up	$ .36	$ .36	$ .36	$ .36	
Make ready, running and ink	.26	.38	.59	.96	.79
Stock and cutting	.25	.29	.40	.60	.55
Total cost	$ .87	$1.03	$1.35	$1.92	$1.34

8x6 POST CIRCULARS AND FORMS.

Based on allowance of 1 hour for composition and lock-up. For additional time add to these cost prices at rate of 72 cents an hour cost. Based on use of paper costing $2.00 a ream.

	200	500	1000	Each ex 1000
Composition and lock up	$ .72	$ .72	$ .72	$ ...
Make ready, running and ink	.38	.65	1.02	.75
Stock and cutting	.23	.37	.74	.65
Total cost	$1.33	$1.74	$2.48	$1.40

If printed both sides, based on minimum allowance of 2½ hours for composition and lock up, and running in two forms

	200	500	1000	Each ex 1000
Total cost	$2.79	$3.47	$5.08	$2.54

8½ POST CIRCULARS AND FORMS.

Based on allowance of 1½ hours for composition and lock up. For additional time add to these cost prices at rate of 72 cents an hour cost. Based on use of paper costing $2.00 a ream.

	200	500	1000	Each ex 1000
Composition and lock-up	$1.08	$1.08	$1.08	$
Make-ready, running and ink	.38	.65	1.02	.75
Stock and cutting	.33	.71	1.27	1.23
Total cost	$1.79	$2.44	$3.37	$1.98

If printed on both sides, based on minimum allowance of 3½ hours for composition and lock up, and running in two forms.

	200	500	1000	Each ex 1000
Total cost	$3.61	$4.53	$5.83	$3.09

½ CAP CIRCULARS AND FORMS.

Based on allowance of 2 hours for composition and lock up. For additional time add to these cost prices at rate of 72 cents an hour cost. Based on use of paper costing $2.40 a ream 17 in. x 28 in

	200	500	1000	Each ex 1000
Composition and lock-up	$1.41	$1.41	$1.41	$
Make ready, running and ink	.45	.70	1.07	.75
Stock and cutting	.39	.86	1.55	1.23
Total cost	$2.26	$3.00	$4.06	$2.26

If printed both sides, based on minimum allowance of 5 hours for composition and lock up, and running in 2 forms.

	200	500	1000	Each ex 1000
Total cost	$4.85	$5.86	$7.29	$3.73

GOVERNMENT POST CARDS.

(Printing only; stock supplied by customer.)

Based on allowance of 45 minutes for composition and lock up. For additional time add to these cost prices at rate of 72 cents an hour cost.

100	250	500	1000	Each ex. 1000
$ .85	$1.02	$1.28	$1.70	$ .94

DISTRIBUTION OF COST OF GOVERNMENT POST CARDS.

(Exclusive of stock.)

	100	250	500	1000	Each ex. 1000
Composition and lock-up	$ .54	$ .54	$ .54	$ .54	$ . .
Make-ready, running and ink	.26	.38	.59	.96	.79
Handling stock	.05	.10	.15	.20	.15
Total cost	$ .85	$1.02	$1.28	$1.70	$ .94

VISITING CARDS.

Based on allowance of 24 cents cost for composition, lock-up and heavy depreciation of type, on lots of 50.

Net cost of stock per pkge. of 50	50	100	200
.05	.46	.60	.87
.07½	.49	.66	.99
.10	.52	.72	1.11

DISTRIBUTION OF COST OF VISITING CARDS.

(Exclusive of stock.)

	50	100	200
Composition, lock-up and heavy depreciation of type	.24	.26	.30
Make-ready, running and ink	.15	.22	.33
Total cost	.39	.48	.63

WEDDING INVITATIONS.

Based on allowance of 72 cents cost for composition, lock-up and heavy depreciation of type on lots of 25. In figuring prices on lots of 25 stock is charged at ¾ the rate for 50. This is to allow for the breaking of cabinets.

Net cost of stock per cabinet of 50 sets.	25	25	100	Each ex. 100
$ .75	$1.91	$2.22	$3.49	$1.29
1.00	2.10	2.46	3.76	1.56
1.25	2.30	2.74	4.29	1.84

DISTRIBUTION OF COST OF WEDDING INVITATIONS.

(Exclusive of stock.)

	25	50	100	Each ex. 100
Composition, lock-up and depreciation of type	.72	.76	.84	.16
Make-ready, running and ink	.35	.40	.45	.15
Opening, folding and enclosing	.15	.20	.25	.15
Total cost	$1.22	$1.36	$1.54	$ .18

BOOKS, PAMPHLETS, CONSTITUTIONS, BY-LAWS, MINUTES, ETC.

Based on following specifications: trimmed size of book, 5½ in. x 8½ in.; size of type page, 24 ems x 40 ems; composition at machine scale; run in 2 pp. forms; stock, 40 lb. 5 cent book.

Cost of 16 pages, without cover:	200 copies 8 pt. solid	200 copies 10 pt. solid	Each extra 100 copies
Composition of 16 pages	$20.73	$13.36	
Make-up of 16 pages, 10 minutes a page	1.92	1.92	
Lock-up of eight 2-pp. forms, 10 minutes each	.96	.96	
Make-ready of eight 2-pp. forms, 10 minutes each	.80	.80	
Running off eight 2-pp. forms	1.60	1.60	.80
Ink	.15	.15	.05
Stock	.47	.47	.23
Binding	1.20	1.20	.50
Total cost of 16-pp. without cover	$27.83	$20.46	$1.58
Total cost of each extra 4 pages	6.96	5.12	.40

Additional cost for cover, based on allowance of 1½ hours for composition and lock-up (one page only) and use of 20 in. x 25 in. stock costing $2.50 a ream; 200 copies, $2.00; each extra 100 copies, 37 cents.

VOTERS' LISTS.

Following standards are recommended: trimmed size of book, 5⅞ in. x 8½ in.; size of type page, 25 ems x 40 ems; type 10 pt. or 8 pt.; rules in heading only; inside stock, 40 lb. 5 cent book; cover stock, 35 lb. 7 cent cover.

	200 copies per page	Each extra 100 per page
If there are an average of 20 lines and box heading to page	$1.16	$ .10
If there are an average of 25 lines and box heading to page	1.30	.10
If there are an average of 30 lines and box heading to page	1.44	.10
If there are an average of 35 lines and box heading to page	1.58	.10
If there are an average of 40 lines and box heading to page	1.72	.10

Cover counted as two pages.

DISTRIBUTION OF COST OF VOTERS' LISTS.

(On basis of 16-pp. and cover book)

	200 copies	Each extra 100
Composition of cover 1 page	$ .72	
Composition of title and schedule of post offices	1.26	
Composition and make-up of other inside pages as provided below		
Lock-up of nine 2-pp. forms, 10 minutes each	1.08	
Make-ready of nine 2-pp. forms, 10 minutes each	.90	
Running of nine 2-pp. forms	1.80	.70
Ink	.15	.05
Stock for inside	.53	.26
Stock for cover	.31	.15
Binding	1.50	.60
Total cost without composition and make-up of list	$8.25	$1.76

Composition and make-up of list pages:

If average of 20 lines and box heading to page	$12.60
If average of 25 lines and box heading to page	15.12
If average of 30 lines and box heading to page	17.64
If average of 35 lines and box heading to page	20.16
If average of 40 lines and box heading to page	22.68

Educating the Small Town Buyer of Printed Matter Into an Appreciation of Quality

By R. D. Croft

Publisher of the Ailsa Craig Banner

AFTER all, we country printers are a very amusing lot. To imitate the first question of the shorter catechism: What is the chief end of the country publisher? Some people—notably some of those with whom we do business—think that we have no chief end; that is, that to all intents and purposes both ends are pretty much alike. And they are not so very far wrong, for they can beat us almost every time. We ourselves think our chief end is to publish a good paper, write heavy editorials and be a power for good in the community. We flatter ourselves with the idea that a man cannot lay up treasure for himself both here and hereafter, and so resign ourselves martyrs to a noble cause.

For many, many moons the country printer has lived, or rather existed, with the idea stuck fast in his brain—for he has a brain, several of our acquaintances to the contrary notwithstanding—that people will not pay a fair price for the product of his toil, and therefore he must take any price he can get. In other words we allow our customers to set our prices for us. We have been a long time coming to a full realization of the fact that the estimation of others is largely a reflection of our own estimation of ourselves.

Every day we see men pass our way in expensive motor cars, who made their money by the proper use of this same printer's ink in which we deal, and we sit behind a rickety desk in last year's suit, and gaze from under the brim of an ancient hat quite resignedly that such things are not for us. Why not for us? Simply because we THINK they are not. And how can conditions be changed? I believe the secret of the whole matter lies in the fact that people now demand quality rather than cheapness in what they purchase, and we are not giving it to them in our goods. We think only of price, while intelligent people realize more and more every day that a dif-

ference in price means a difference in quality when dealing with honest men, and, of course, all printers are honest(?). The only logical conclusion we can come to is that the quality of our work must be raised and likewise the price. True, our customers may not appreciate the difference sufficiently at first, but after a short course of education along the proper lines, we will have no difficulty in getting a fair price for our work. The question is: How can we educate our customers into a proper appreciation of quality and a willingness to pay the extra cost? Let me outline the course I have followed at Ailsa Craig.

Better Grades Not Known.

When I came to Ailsa Craig about eighteen months ago (prior to that time I had lived in Toronto all my life) I found that color-work, embossing and the better grades of printing were unknown, except from a scant acquaintance with such advertising matter as came in from outside points. The idea of such work being done in Ailsa Craig had never occurred to any person. There was a mystery about color printing and embossing which the local business men had never made any attempt to penetrate. They had no idea that the machinery in our office could be made to turn out the finest grades of printing. Hand lettering and designing were unknown. Upon investigation we found several local merchants who had good taste and wanted attractive work, but had the idea that it was very expensive. We talked quality and presented the matter to them in the light of an investment, not merely an expense, and did our best to show them that the cheaper work was no investment at all, but very often a loss, while the better work would pay for itself many times over in results obtained. If a man came in with a sample poorly printed on cheap paper, we trotted out our sample books, showed good paper, and made suggestions as to get-up or suggested something entirely different as more suitable to his particular business. We found that most of our customers had absolutely no idea of their own requirements in printed matter and were often grateful for our suggestions and help. We do everything in our power to raise the standard of workmanship and material demanded by our customers. We find that it pays. Even if you don't get them the first time, sooner or later they will come around and leave an order for some of that good printing that the other fellow is getting.

Don't Worry About Competitors.

Often we have met men who would say that they could have the job done cheaper at London or Lucan or somewhere else, but we have never made any attempt to meet a competitor's price. Our only argument has been along the line of "For results; and results are what count; quality is to be considered before price. When buying printed matter, invest with the end in view of getting the largest return for your money, don't just spend so much money on printed matter with the idea that it is merely an expense, because if you do, you lose." Usually we land the job. Don't worry about your competitor; do your own work right at the right price and your competitor will soon have worries of his own.

As the first step in educating the small town buyer of printed matter into a proper appreciation of quality, I would strongly advise every town printer to obtain a good set of sample books from the best dealer within reach. And make your sample books work for you; don't leave them idle in a back room. The average customer can appreciate the difference between good and poor paper far quicker than he can see the difference between good and bad printing. When we came to Ailsa Craig a cheap bond was in general use for letterheads and such work. At the present time Housatonic Bond and Fairfield Parchment are our best sellers. Our circular work is all done on coated paper, good book or light cover paper; never on news print. Talk quality always, and don't be afraid of your competitor's lower price. We have never cut prices yet, and we cannot see wherein we have suffered any by following this course, and that is saying a lot in a Scotch settlement.

No Attempt at Salesmanship.

Why is the art of salesmanship scarcely ever applied to the printing business? I believe it is because most of us make no attempt at salesmanship that we do not meet with greater success. Think up ideas in printed matter that would be good investments for your customers. Go to them and explain your ideas. They are likely just as reasonable as you are, and can usually see when something is to their advantage. In this way you will land many orders that otherwise would never be yours. You can't always get your man, but it pays to work along these lines. I believe that salesmanship is more effective when applied in a small place, because you know the peculiarities of every prospective customer, whereas in a city the printer deals largely with strangers, whose personalities he does not understand. Try a little salesmanship in your business! Don't wait for the customer to come to you. Go to him with suggestions. He needs them and will probably appreciate them, for the average merchant has absolutely no idea of what kind of printed matter or advertising he needs.

All Can Do Nice Work.

Of course, I realize that most country printers have never had the opportunity to learn how to do the finest grades of printing, but with the aid of the numerous printers' books and periodicals and a little ingenuity and good judgment, we can all do really nice work. Put in a few colors besides news ink, buy a book on color harmony, and take several periodicals for the examples they contain, and you will find that you can improve the quality of your work beyond your fondest hopes.

As to whether the plan I have outlined is a success or not financially, it might be interesting for me to state how it has worked out in our office. Since taking over the business eighteen months ago we have added a fine new safe, a new typewriter, a new typewriter desk and roll top office equipment. To our plant we have added a large amount of type, rule, border, quads, sticks, tools, etc., a new sectional type machine, a typograph machine, etc. We carry a large stock of GOOD papers. Outside a small mortgage held by the former owner, our debts are practically nil. Every bill is paid as it comes due, and we have money in the bank though the writer draws a salary, as near as he knows, about the same as the local bank manager, and he is probably the highest-salaried man in town, as we have no large industries. So it is that I can so strongly recommend the course outlined above. Do better work, ignore your competitor's price and get a good price for your own work, and verily I say unto you, ye shall have your reward.

Who's Who in Canadian Weekly Journalism

By W. A. Craick

No. XIII.—F. J. Dean, The Herald, Cranbrook, B.C.

A THIN, sharp face under a down-drawn cloth cap, a fringe of curly hair just on the verge of grey, a slight figure of medium height, a comfortable-looking pipe—there are the master strokes that a cartoonist would employ in depicting F. J. Dean, editor of the Cranbrook *Herald*. Were the impression to be still further elaborated by the introduction of a gramophone record, there would emerge an unmistakable English accent, for Mr. Dean is one of many Englishmen who are stamping their individualities on Western journalism. Years of newspaper work have left their impress on the man, and one would be inclined to name him journalist at the first guess. He bears all the earmarks of the finished product.

It is almost axiomatic that Western editors should have wandered far from their birthplaces. Dean has come a very long way and by a very devious route. In fact, it is doubtful whether any other editor in Canada has traveled as far. Madras in India was his birthplace. This fact, of course, does not constitute him an Indian or make him an object of dislike to the people of British Columbia, who are at present most anxious to keep the natives of the Eastern Empire out of their fair province. Fortunately his parents were English, which saves him from this sad fate. At the early age of one year he was taken to England. At eleven we find him housed in a boarding-school, not in England, but in Belgium, where his fond parents were deluded into thinking he would become a French linguist. Seven years he was a scholar at this continental establishment, among the pupils of which were a large number of English boys like himself. At eighteen he returned to England and for a year lived an aimless and unsettled life. At nineteen he took his plunge into the great world of experience, and, being irresistibly drawn to America, he boarded an Atlantic liner and was presently landed in New York. As he himself puts it, he had no more idea what to do or how to earn a living than the man in the moon.

The alluring advertisement of a farm laborers' excursion to the West chanced to catch his eye one day, and he decided to try the experiment. He reached Minnesota, and set to work in the harvest fields. Here he might have remained, had not some school chums, who had invested in a block of land in the Moose Mountain district, persuaded him to cross the boundary and join them in the enterprise. For two years he cast his lot with them, but tiring of the prairie life, he finally trekked to British Columbia, where he engaged for a time in a number of vicarious pursuits. So far there was nothing to indicate that he was destined to become a journalist.

But behold him one day stranded in Nanaimo, a small mining town on Vancouver Island. His pockets were empty, his clothes threadbare. He did not know where to look for his next meal. As he wandered along the little main street, he noticed the crude sign-board of the Nanaimo *Free Press*. A sudden inspiration came to him. Opening the door of the office he walked in and fronted the editor. In a few words he recounted his plight, gave the editor to understand that he was capable of writing fair English in a legible hand, and entreated a job. The *Free Press* proprietor, noting that he was an educated man, agreed to take him on. The experiment proved successful and Dean became a permanent member of the staff. Thenceforth journalism was to be his life work.

After five years in Nanaimo, he gravitated to Victoria, and for some time worked on the *Weekly Province*. Then he edited the *Inland Sentinel*, of Kamloops, for four years. Finally, he jumped down to Nelson, which was just coming into fame as a mining centre, and established the *News*. He ran this paper for seven years, selling it out a little over two years ago, and purchasing his present property in Cranbrook. To-day he is a veteran journalist, with a long experience at his back, and the owner of one of the foremost weeklies of the province.

From a worldly standpoint, Mr. Dean's self-confessed curse has been his fondness for politics. He has spent thousands of dollars in a vain attempt to run successful campaigns for Liberal candidates. On a few occasions he has himself stood for election, but generally he has acted as campaign manager. A Liberal by conviction, he takes an almost insane delight in politics. Just as the small boy is on the run the minute a fire alarm sounds, so news of an election stirs this knight of the pen to excited effort. He is regarded as one of the influential Liberals of the province, and though his party is at present pretty well down and out, he yet believes that it has a service to perform.

Mr. Dean's favorite pastime is reading and his one great pride in life is his library, which is reckoned one of the best private collections in the province. A literary prowler, he takes delight in all manner of books, though his chief pleasure is derived from reading works on political economy. He adds constantly to his collection, and shakes his head sadly as he contemplates the bookseller's monthly account.

Lately he has been persuaded to do as all good citizens of the province are supposed to do: invest in some real estate. He took up a pre-emption last year on 160 acres of land eight miles out of Cranbrook, and there he intends to establish a pleasant country retreat where he can enjoy life under his own vine and fig tree. The land around Cranbrook is exceedingly fertile, and in a few years he will have as pleasant a place as man could desire.

That Mr. Dean is a figure of some importance in newspaper circles in the West is apparent when it is recalled that this year he occupies the post of President of the Alberta and Eastern British Columbia Press Association, an organization which, if it has not got the longest list of members of any Canadian association, can at least boast the longest name. When it came to selecting a B. C. man for the position at the last annual meeting, he was the natural choice, for it seems that there are only two members from the coast province in the organization—which, of course, is no reflection on the president.

Though Mr. Dean confesses that it is one steady, constant grind to satisfy the banks and keep the wheels turning, he has improved the *Herald* since he acquired it, and it is to-day one of the best of

the B. C. weeklies. Having had experience in daily work, he knows a trick or two that help in producing a weekly. He runs an eight-page paper that is well printed and arranged, and seems to serve its territory well. Its editorial page is characterized by well-aimed attacks on the Conservative administrations, for it is his belief that the best work of any party is done when it is in opposition.

There is a delightful contradictoriness about Mr. Dean that affords an observer some amusement. Though he complains that the Liberals are a sorry crew, he fights their battles with the utmost vigor. Though he tells of serious losses in handling campaigns, he never fails to come forward at the first sign of a contest and offer his services. Though he asserts that if a man has any desire for wealth and comfort, he should forsake the newspaper business, he yet sticks to the game, and doubtless derives a great deal of satisfaction from doing so. These little idiosyncracies only add to one's interest in the man and differentiate him from the crowd.

(It is with much regret that we are compelled to run the foregoing sketch of the ex-president of the Alberta and Eastern British Columbia Press Association without the customary illustration. Mr. Dean has skillfully eluded all efforts to abstract a photograph from him. Under the circumstances, we trust our readers will gain a sufficient knowledge of his personality from the foregoing sketch to make a picture unnecessary.—The Editors.)

Cost Congress at Calgary

THE Cost Congress, being arranged by the Calgary Master Printers' Association, will be held on Thursday and Friday, September 5 and 6, during the week of The Stampede. Among the speakers who have been secured are George H. Saults, of Winnipeg, one of the ablest exponents of the Cost System in Canada; William J. Hartman, of Chicago, President of the Ben Franklin Club of America, and F. W. Baltes, of Portland, Oregon. The committee, of which L. J. Hicks is chairman and H. R. Smith secretary, is doing its utmost to attract a large attendance of Western printers to Calgary on this occasion.

Second Annual Cost Commission

THAT the Second Annual Session of the Canadian Printers' Cost Commission is going to be an even greater success than the First Annual Session is assured. If hard work can make it so, the Montreal printers will spare no effort. They are getting busy even now, though the convention is still three months distant. Committees have been struck, a place of meeting selected and quite a number of speakers arranged for. Considerable publicity matter has gone out from the office of the secretary, Mr. C. H. Tice, which has aroused much interest.

Through the courtesy of the management of the new Technical School of Montreal, sessions will be held in the fine large Auditorium at the corner of Sherbrooke, Mance and Church Streets. This is a convenient central location, and a commodious meeting place.

The folowing Montreal printers are acting on the committees, which have been found necessary to carry on the preparation:—

General Committee: Wm. A. Desbarats, chairman; Chas. S. J. Phillips, vice-chairman; Chas. H. Tice, secretary-treasurer.

Financial Committee: Joseph Fortier, chairman; Emilien Daoust, Travice A. Tod.

Reception and Entertainment: C. Howard Smith, chairman; A. A. Hodgson, E. Syd. Ostell.

Program and Press: J. B. Lapointe, chairman; Eugene Tarte, Victor Guertin, C. C. Ronalds.

Credentials: Wm. H. Sears, chairman; Walter E. Markham, B. G. Ransom.

The New Calgary Herald Building

WITH possibly a few minor changes, the accompanying picture will represent the new *Herald* building in Calgary, when construction work is completed. The structure will be the highest and finest building betwen Winnipeg and Vancouver, rising to a height of ten storeys, and with an observation tower, not shown in the illustration, extending skyward 175 feet. It will be built of steel and concrete, with art brick and terra cotta facing, and will be finished throughout in a manner equal to that of any office building in the Dominion.

The Herald's business office will, of course, be on the ground floor and will comprise about 3,000 square feet. The press and mailing rooms will be in the basement, the editorial department on the first floor, and the composing and stereotyping rooms on the second floor up. The mechanical department will be in a building at the back of the office building, which will be only three storeys high. Thus the composing and stereotyping rooms will be on the top floor of this building, behind the office building, and will be lighted by skylights as well as from the side. The stereotyping room will have perfect ventilation, and a coolness that will make it one of the most comfortable and best equipped stereotyping rooms in Canada. There will be artificial ventilation throughout all parts of the Herald plant. An octopus press with autoplate stereotyping equipment will be installed and provision for 13 linotypes made.



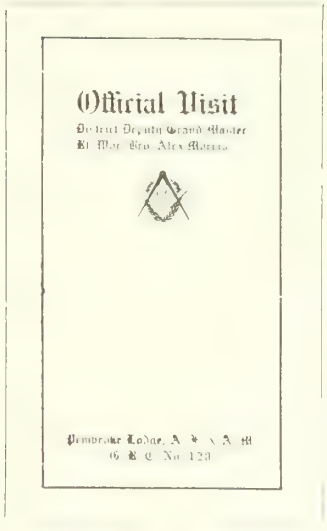
PROPOSED BUILDING FOR CALGARY "HERALD"

REVIEW *of* SPECIMENS

THE Thamesville (Ont.) *Herald.*—The most of your samples of printing have been very creditably handled. The one deserving greatest commendation is the neat little announcement printed in blue and red-brown on white antique stock, with a blue linen finish antique cover printed in dark blue. Another very pleasing specimen is the envelope enclosure printed in blue on white linen finish antique stock. This specimen, however, might be improved if the border was drawn a trifle nearer the edges of the paper to allow more white space between the border and the type. A feature of some of your specimens is the use of a single, pleasing type face, which makes it an easy matter to secure harmony of tone with rules and rule borders.

The Herald Press, Montreal, Que.—The booklets submitted are altogether up to your usual high standard of excellence, in regard to general design, typography and presswork. The cover design of the booklet of "The Canadian Rockies" is unusually attractive and realistic, being reproduced by the three color process from a water color. The inside pages of this booklet are profusely illustrated with duo-tone engravings and specially designed running headings. They are printed in black and brown on white coated stock. Both the cover and inside stock has been roughed, which give to the engravings and type matter a soft, pleasing effect. The catalogue of Spring Hats has also been carefully treated. The cover is a brown antique stock with the design printed in black, gold and a green-grey tint, and is also embossed. The simplicity of the inside pages is probably the reason for the splendid effect obtained.

Southam Press, Limited, Toronto, Ont. — The booklet, "The Challenge of the Mountains," has been carefully handled. The typography and make-up are good and the presswork is excellent. Grip, Limited, Toronto, are responsible for the pleasing design, and also the good quality of the engravings of this booklet. The cover is a heavy, buff, coated stock, with the design printed in gold and grey, and embossed. In the centre of the design is an appropriate mountain scene reproduced in three colors. The inside pages have been carefully laid out and designed, with special section headings and running heading. The many duo-tone engravings and the simple borders that encircle each page, add greatly to the beauty of the booklet. However, the buff stock and the buff and black inks used give a flat appearance to the illustrations. Green ink in place of buff would have made the pleasing lake and mountain scenes more natural and realistic.

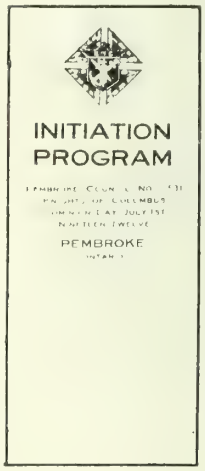


Cover page by M. Stoqua, with the Pembroke (Ont.) *Observer.*

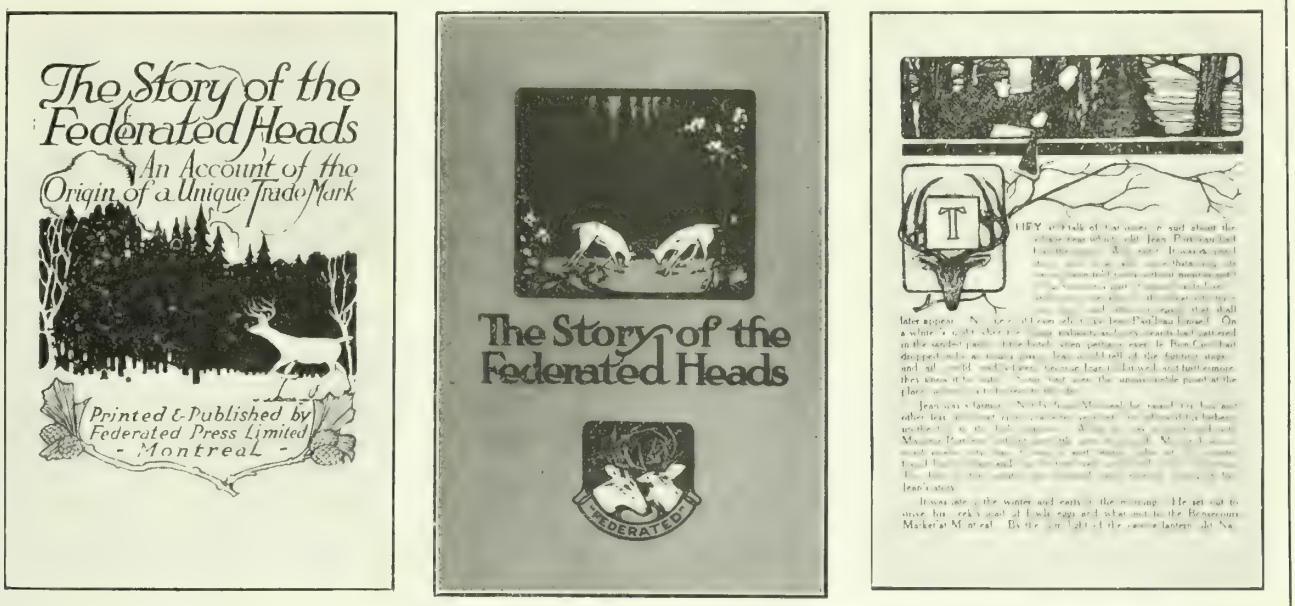
Grip, Limited, Toronto, Ont.—Although a good example of printing, the booklet of the "Association of American Railway Accounting Officers" can hardly be described as being on a par with your usual excellent work. It seems to lack the uniformity of design so characteristic of your productions. The cover design does not appear to be related to the title page, nor the title page to the inside pages. The running heads on the inside pages would be easier to read and have a better appearance if not so widely spaced. In one or two instances the presswork is not as good as you usually turn out.

A. Stoqua [with the Pembroke (Ont.) *Observer*]. —Originality of treatment lends a touch of distinctiveness to many of the specimens submitted. However, lest the main purpose of typographical arrangement be lost sight of, it would be well to use a little restraint in striving after "the usual." In this respect the Banquet programme of the Pembroke Council suffers to a certain extent, the initial on the third page marring rather than beautifying the appearance of the arrangement. The other specimens are very carefully handled, and two are reproduced herewith.

The Federated Press, Limited, Montreal, Que.—The booklet, "The Story of the Federated Heads," has been designed and printed in a manner that has produced a very attractive and pleasing piece of printing. The cover, which is of grey antique stock, displays an interesting and consistent design, printed in dark green and light brown. The inside pages are printed in light brown and black on white antique stock . They are profusely illustrated with appropriate two-color etchings. Though the presswork on the cover is good, that of the inside pages could be improved, the type matter not being as sharp, clean and clear as it might be. The whole is



Program cover by M. Stoqua, with the Pembroke (Ont.) *Observer.*



The title, cover and one of the inside pages of an attractive booklet from the Federated Press Limited, Montreal, Que.

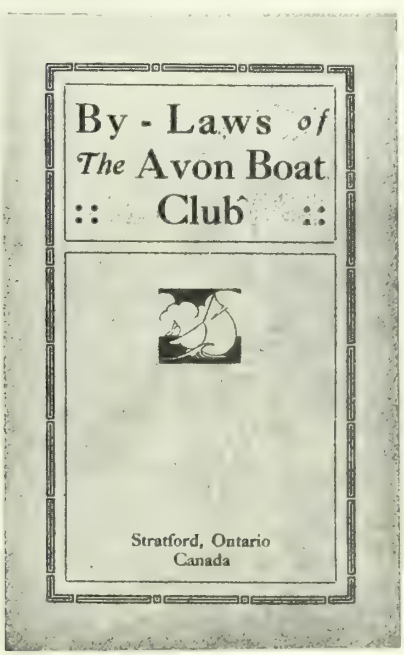
wire stitched and bound together with heavy, grey silk cord. The cover, title and one of the inside pages are here reproduced in halftone.

H. C. Miller, Straftord, Ont.—Your package contains some very neat and interesting booklet covers, two of which are here reproduced. The appropriateness and neatness of design, characteristic of the remainder of your samples, is quite noticeable in these two specimens. The tickets have been well handled and the letterhead of the Mercantile Collecting Agency is probably the best of the three submitted.

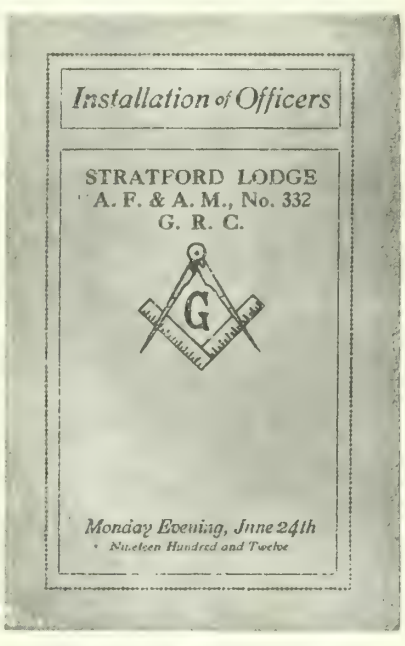
The Campbellford (Ont.) *Herald.*—Many of the samples submitted are worthy of commendation, but a few may be improved. The first page of the Bible Class programme is probably the neatest and best arranged, and is here reproduced. The Garden Party ticket is neat and simple, and the MacLachlan Menu is very well arranged. It would appear much neater if the whole were set in smaller type. It is noticeable in your specimens that the simple arrangement, devoid of excessive rulework, produce the best samples of printing.

The Capital Press, Limited, Ottawa. — An air of refinement and sincerity is attached to the neat little folder submitted. The judicious selection of stocks and inks add to the value of the folder. It is a four-page folder, printed in dark green on brown-grey antique laid stock, folded twice. The slip inserted in the folder is printed on brown antique laid stock.

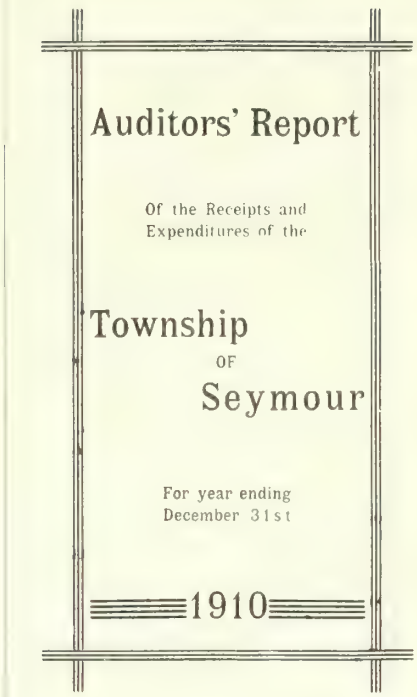
S. A. Maguire, Campbellford, Ont. — Some of your specimens are excellent examples of printing, though one or two of the others might have been improved. Probably the best specimen submitted is the booklet for the Young People's Guild. The cover of this booklet is here reproduced, and its neat arrangement admirably exhibits the good judgement and careful consideration given to many of the other specimens. The cover of the Auditor's Report, which is here reproduced, might have been improved if the words "Township" and "Seymour" had been centred. A rule or decorative border usually looks better when nearer the edge of the paper than the type matter, as it thus gives a more spacious appearance to the page. While your object in placing the rules on both sides of "1910" is good, namely: to make the bottom line balance with the top one, it does not justify the separation of these figures from the rest of the date. A better way would have been to set the last phrase of the copy in two squared-up lines



Cover page from H. C. Miller, Stratford, Ont.



Cover page from H. C. Miller, Stratford, Ont.



Booklet cover page by S. A. Maguire, Campbellford, Ont. (See page 56)

and place them at the bottom, in a similar manner to the last lines on the cover of the Young People's Guild booklet. A suggestion for the re-arrangement of this copy will be found on page 48.

The Montreal (Que.) *Star*. — The booklet, "Clean Advertising," has been very carefully handled throughout, both composition and presswork being good. The cover is a white linen finish stock with the design printed in orange-red. The inside pages are printed in red and black on white antique stock. The title page is very neatly arranged.

To Keep Printing At Home

IN a number of the cities of the country strong campaigns have been made to keep printing at home. The following arguments are given why merchants should buy from the home printers:

Because my interests are here.

Because the community that is good enough for me to live in is good enough for me to buy in.

Because I believe in transacting business with my friends.

Because I want to see the goods.

Because I want to get what I buy when I pay for it.

Because my home dealer carries me when I run short.

Because every dollar I spend at home stays home and works for the welfare of my town.

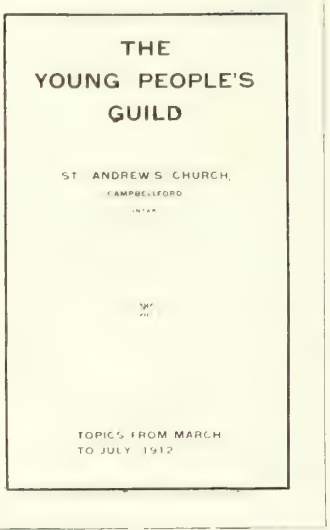
Because the man I buy from pays his part of the town, county and state taxes.

Because the man I buy from gives value received always.

Because when ill luck, misfortune or bereavement comes, the man I buy from is here with the kindly greeting, his words of cheer, and his pocket book, if need be.

Here I live, here I buy.

From the above good arguments effective advertising matter may be arranged by printers who wish to build up a civic pride in the minds of possible Printing Trade customers.—News.



Excellent booklet cover page by S. A. Maguire, Campbellford, Ont.

A Pleasing Advertising Idea

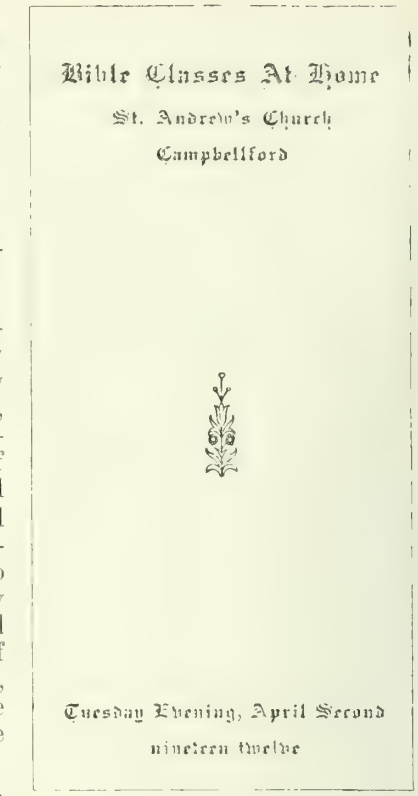
A PIECE of printing was recently issued by the Trow Press, New York, which would delight the heart of any lover of good printing. It had at the top a reproduction of two candles, delicately embossed in gold and white, one of them in full flame, and t'other candle "all in." The quaint text said:

CONSIDER THESE CANDLES.—They are like unto two men who advertise—One goes to a print shop that offereth his work to do for the least laying out of monies, and there getteth himself a fustian printing job, very unlovely, the which is held in low esteem by merchants. This man hath expended his coin, and of returns therefor he hath none, no none at all, and his advertising hence doth quickly burn out with much smoke and little illumination.

The other taketh his work to a place renowned for printing of merit, and to the which men of business and in publick affairs flock, and there his pamphlet is produced in such brave fashion that great to-do is made over the same—the consequence being that his light shineth forth with great steadiness, and he needeth not be ashamed thereof.

The moral of the foregoing, such as we feel it, is that there is even as much variance between the effect of dexterous printing and imperfect printing as there is between the light shed by the two candles aforesaid, sithen all men mislike greatly that which attracteth not the eye.—Printing Trade News.

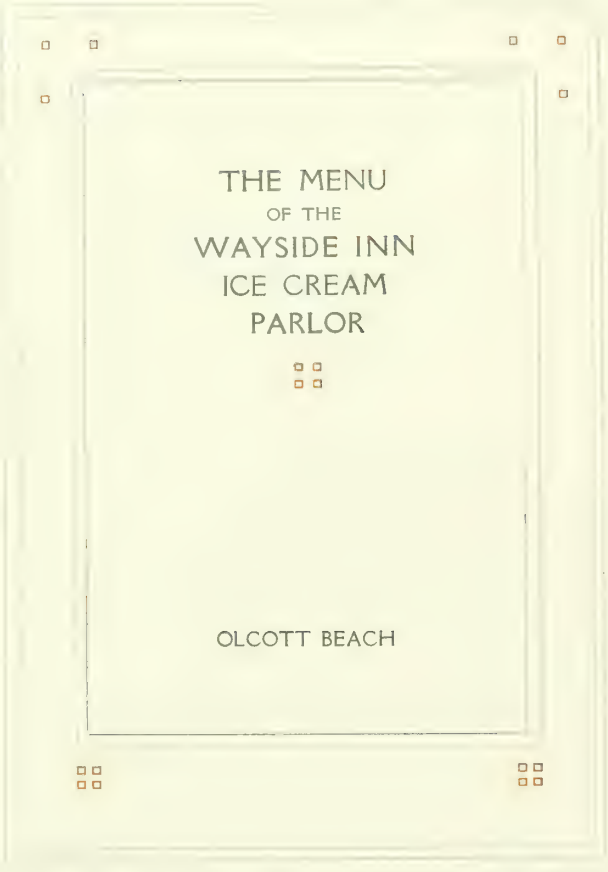
There are no buyers of printing to-day, nor of yesterday, who are unwilling to pay a profitable price for their work, statements of some printers to the contrary notwithstanding. It is the gullible printer who has conjured up the picture of a customer intent upon depriving him of a profit. The buyer accepts the price; if the profit is not in the price, it was the foolish printer who failed to put it in. That's all there is to it.—H. M. Castle.



From the Campbellford (Ont.) *Herald*.

ON the following seven pages will be found a few typographical suggestions that may prove of value to the compositor when in doubt as to just what treatment to give a certain piece of work. The designs are not elaborate, in fact, are quite simple, and may be easily and quickly constructed. The material used is also of a simple nature and of a kind that will likely be found in the average composing room. Though the designs are printed in two simple colors on white stock, a number of different colors of ink and kinds of stock will readily suggest themselves.


MENU
BLUE POINTS
GREEN TURTLE SOUP
BOILED NIAGARA WHITEFISH
MAITRE D'HOTEL
ROAST YOUNG TURKEY
CRANBERRY SAUCE
ROMAN PUNCH
NEAPOLITAN ICE CREAM
CAFE NOIR


THE MENU
OF THE
WAYSIDE INN
ICE CREAM
PARLOR
OLCOTT BEACH

The SIMPSON STUDIO

PHOTOGRAPHY IN THE
MOST APPROVED PROCESS

68-70 REA ST., MORTON, MAN.

The PERRY PRESS

PARTICULAR PRINTERS

357-359 ALBERT ST., AYLMER, ONT.

How About Your Eyes?

Why run the risk of ruining your eyes when a pair of glasses will save them?

Are you troubled with headaches and eye strain? Are you often nervous and irritable? Then let us examine your eyes free of charge. If they are the cause of your trouble we can fit you perfectly with the glasses that will remove it entirely and naturally, for our system of examination reveals every defect. If you do not need glasses we will tell you so and you will be under no obligation to us for our services.

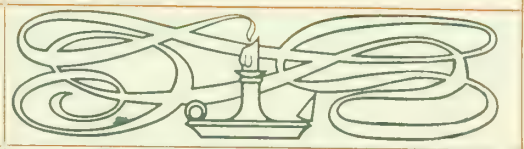
We have a complete optical parlor fitted with the most up-to-date appliances and guarantee to give you the best of satisfaction.

DEFOE & CO.
OPTICIANS
450 BLOOR ST. WEST

How About Your Eyes ?

SPRING STYLES





COURSES *of* STUDY

The
BALDWIN
SCHOOL

WINTER TERM, 1912-13

PROGRAMME

PART ONE

1. Waltz
2. Two-Step
3. Waltz
4. Two Step
5. Waltz
6. Two-Step
7. Waltz
8. Two-Step
9. Waltz
10. Two-Step

DANCE

held by
The RESIDENTS *of*
WARDS ISLAND

ON TUESDAY
JULY 30, 1912

at the
PAVILION

PROGRAMME

PART TWO

11. Waltz
12. Two-Step
13. Waltz
14. Two-Step
15. Waltz
16. Two-Step
17. Waltz
18. Two-Step
19. Waltz
20. Two-Step

J. B. STAUNTON

R. M. STAUNTON

STAUNTON MOTOR CAR CO.
OF CANADA, LIMITED
NIAGARA FALLS
ONTARIO

FIFTH ANNUAL CONGREGATIONAL PICNIC
of SIMINGTON AVE. PRESBYTERIAN CHURCH
TO ELMGROVE PARK, FRIDAY, JULY 5, 1912

TROLLEY EVERY HOUR
FROM BOTH STATIONS



Of course you want a few books to help you thoroughly enjoy your vacation. Our summer assortment of latest fiction contains the best books by the best authors—just the kind you will appreciate. Why not drop in to-day and look them over.



The BOOKSHOP
Cor. MAIN & NORTH STS.

AUDITORS' REPORT

of the RECEIPTS *and* EXPENDITURES *of the*
TOWNSHIP
of SEYMOUR



For the year ending
December 31, 1910

REVIEW *of* NEWSPAPER ADVERTISEMENTS

WHAT is more interesting to the newspaper advertisement typographer than to view the work of fellow craftsmen? The difficulties and endeavors of one may have been overcome and accomplished by another, and the achievements and successes of another may be the means of inspiration to the less clever and ingenious. Naturally there is mutual value derived from a review of the endeavors and achievements of typographers, and, commencing with the present issue, a monthly review of newspaper advertisement typography will be conducted in this department.

In the composition of newspaper advertisements, as in the accomplishment of other tasks, the great result is merely the fusion of many small perfections. The strength of the cable is dependent upon each separate strand of wire, the strength of the chain upon each individual link, and the final effect of the advertisement upon the manner in which each part has been treated. A few imperfect strands in the cable or a single imperfect link in the chain may render both chain and cable useless, and a few imperfections in the arrangement of an advertisement may greatly depreciate the power of its influence.

It is the seemingly trivial points that are most often the cause of uninviting and ineffective advertisements. The grouping and spacing of matter, the selection of type, the placing of cuts and the use of borders and white space, though they may seem unimportant have a definite influence on the final effect obtained.

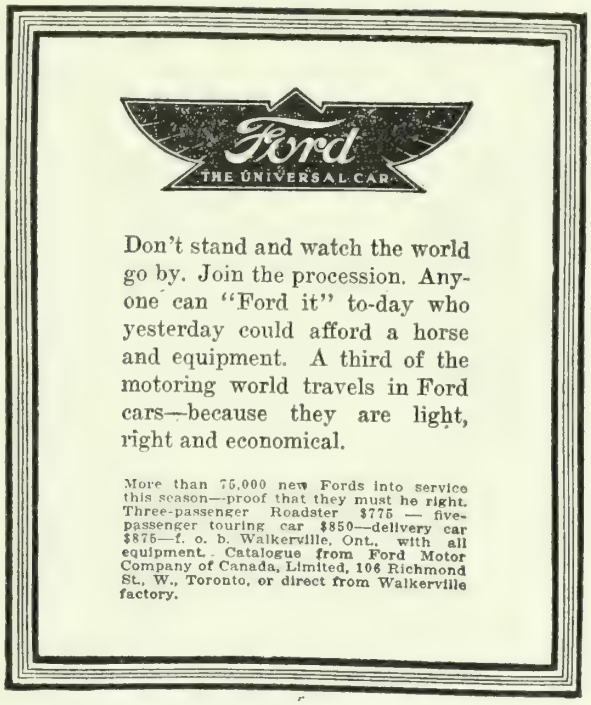


FIG. 1

However, it is gratifying to note the careful consideration some compositors are evidently giving to the arraangement of their advertisements, which is evidenced by the excellent ones reviewed in this department this month.

In figure 1 we have an advertisement which stands out prominently among the others and at once attracts the eye as it wanders over the page. The reason for this is undoubtedly due to the definite shape or form the type matter assumes, for the eye is attracted by the form of the advertisement before a word of it is read. The squared up form, however, is greatly assisted by two things: the strong, attractive border and the generous amount of white space between type and border,

Will you co-operate with the editors in their effort to make the monthly Review of Newspaper Advertisements of intense practical value by sending some of your work for inclusion in it? The review will be an impartial one, and the criticisms offered will be constructive. Samples should be mailed flat whenever possible.

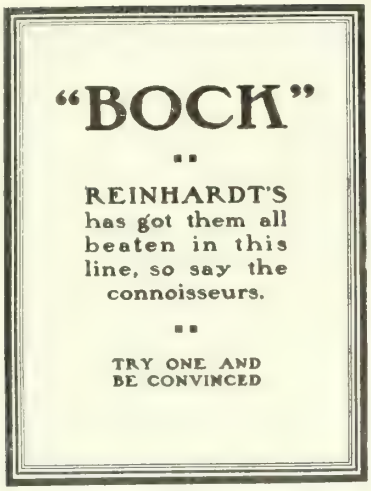


FIG. 2

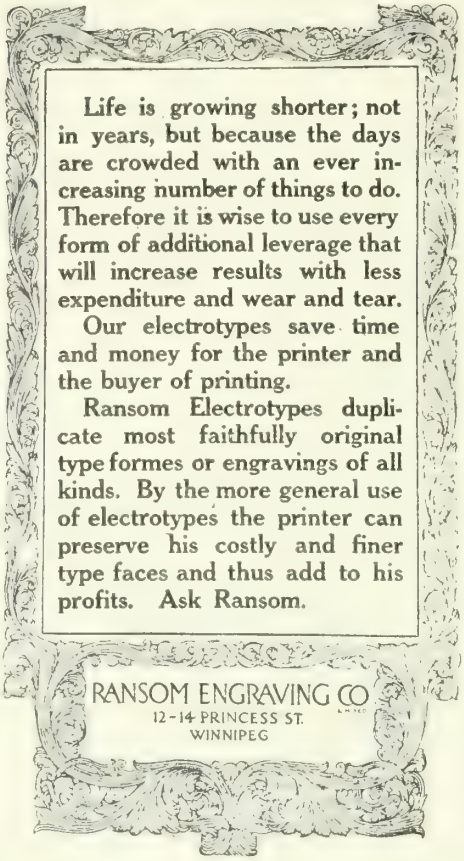


FIG. 4

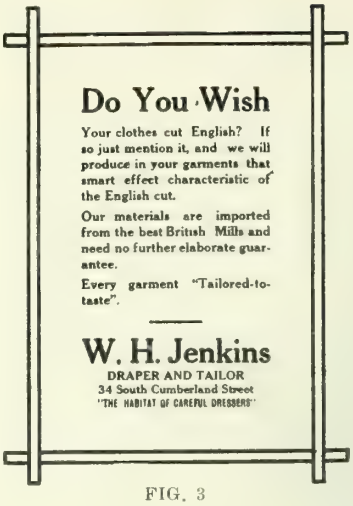


FIG. 3

which combined, thrust the type matter into prominence. The cut gives a touch of interest and enlivens the advertisement. The top paragraph, being the more important one, is set in large type, while the less important paragraph at the bottom is set in smaller type. The lack of indention in the first lines of these paragraphs is a point worth remembering, as it greatly helps to carry out the squared up effect of the type matter and is much neater than the jagged appearance of indented paragraphs.

The advertisement of figure 2 is also admirably arranged. The little points that go to make an effective advertisement have been carefully considered, and the result is a strong, forceful arrangement. Excellent judgment is shown in the dividing and grouping of the matter, and in setting it in strong, bold type. The use of a strong, attractive border that harmonizes with the type and sets it off from among the surrounding matter, and the judicious use of white space, add greatly to the value and appearance of this advertisement.

The point that draws one's attention to the advertisement illustrated by figure 3 is the unusual border. The type matter is well grouped and harmonizes nicely with the border. The only point by which this advertisement fails of marked excellence is in the heading. The words "Do You Wish" say nothing to the young fashion follower who desires English cut clothes. But his interest would be roused at once and the good work of the border made use of if the sentence was completed and the heading was to read: "Do You Wish Your Clothes Cut English?"

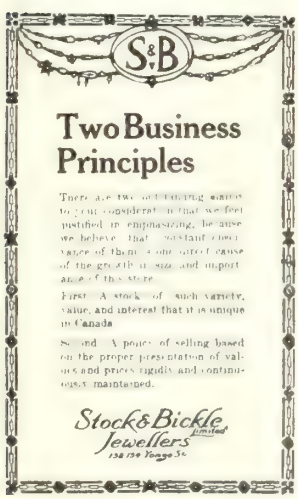


FIG. 5

The three-column advertisement of figure 4 gave the compositor an excellent opportunity to make a very effective advertisement. The elaborate border and the simple copy offer advantages not met with every day. A much better effect would have been secured had the matter been set in a narrower measure and in smaller and lighter face type. A decorative initial letter also would have added to the beauty and attractiveness of the advertisement.

Figure 6 exhibits a very pleasing advertisement not only on account of the decorative border supplied but on the manner in which the type matter fits the border. Frequently in cases like this the type matter is set too wide with the result that it either has to be very widely spaced or else there are unduly large spaces of white above and below it. The first line of each paragraph being set flush also adds to the neatness of the advertisement.

That each little part of the advertisement must be carefully considered is fully realized by those who make up full page department store advertisements. Here it is necessary to exercise even greater care than in setting other advertisements, especially so when numerous cuts and panels of varying sizes are called into play.

Figure 6 is an example of neat and careful make-up of a department store advertisement. One thing especially is worthy of note: light rules have been used for panels in place of the heavy rules so often used. The light rules serve the purpose as well as heavy ones and do not mar the beauty of the advertisement. An even tone is well preserved and the balance is excellent.



FIG. 6

Important Merger at Galt

ON August 1st the two Galt dailies, the *Reformer* and *Reporter,* were taken over by a new company, doing business under the name of the Galt Reporter, Limited, and hereafter but one paper, the Galt *Daily Reporter,* will be issued in this Ontario city. Galt is too small a place to support two daily papers, and for years back it has been a constant fight to keep things going on the part of both publications. The new paper will start out with a circulation of over 4,000, and the assurance of the local advertisers that they will support no other paper in the field for several years to come. It is the intention of the new company to publish a good, bright sheet, one that will be a credit to the town in every way. A wire service has been secured, and the news end of the paper placed in the hands of a strong staff. In politics the *Daily Reporter* will be independent Conservative, though it is announced that there is nothing of a political nature in the absorption of the *Reformer.* It is a move to turn two dead papers into a live one. James D. Clark, who was manager of the *Reporter,* becomes managing director, in full control, of the new paper.

Wage Scale Adjustments and Disputes

NEGOTIATIONS have been concluded between the employers and the Winnipeg Typographical Union resulting in the following scale being adopted:—$20.00 per week for 1 year; $21.00 per week for 2nd and 3rd year; $21.50 per week for 4th year 22.00 per week for 5th year. A five year agreement was adopted, the new scale taking effect from July 1st.

A strike has been in progress in Woodstock during the month, according to a statement issued by W. J. Taylor, publisher of the *Sentinel Review,* the strike was called because he refused to negotiate with the officers of the local typographical union, and insisted on dealing direct with his own employees. The office had been run on the "open shop" principle, which he was not prepared to give up. While confronted with many difficulties, the work of the office has been carried on steadily. Magazine work is being done in London, job work is being sent out and matter is being set up at different points.

A new scale goes into effect in New Westminster on August 1st. This calls for $30 per week for day men and $33 for night men. The present scale is $27 and $30 respectively.

The new scale for job, book and ad men in Edmonton is as follows:—$21 from June 1, to October 1, 1912; $22 from October 1 to January 1, 1913; $23 from January 1, 1913 to October 31, 1911. For night work the scale is $2 in advance of these figures. The apprentice scale calls for $7.50 for the first six months, and $1 more each succeeding six months, for the first four years, and in the last year of their time, they are to receive two-thirds of the scale paid to journeymen. The operator's scale is $25 for day work and $27 for night work, with $2 extra week for a machinist-operator on shifts where no regular machinist is employed.

Vancouver job printers are having their own troubles these days. They have been trying to obtain an increase in the schedule to $30 a week, with a reduction of hours from 48 to 44. This was to have gone into effect on July 1st, but the matter is still unsettled, a compromise having been suggested by the employing printers of $27.50, and the hours to remain the same. Three of the large job printing firms, Clarke & Stuart, the Metropolitan Press (Murie & Hickman) and J. F. Morris, declared open shop, rather than acceed to the demands, and they are now running that way. This is the first declaration of open shop made here, and the proprietors will make a determined effort to carry it through. The linotypers signed up some months ago for three years on a $3 increase.

An agreement has been signed between the employing Printers' and Bookbinders' Association of Montreal and Typographical Union No. 176,—the English speaking union. It provides for an increase in the present scale of $2.50 per week to hand compositors for two years from July 1, making $18.50 per week. On July 1, 1914, this will be raised to



C. F. CRANDALL.

$19.50 and on July 1, 1916 to $20 for the fifth year. Machine operators are to be paid one dollar per week above these rates. The new scale is identical with that of Toronto.

Montreal "Star's" New Editor

On July 6, the managing editorship of the Montreal *Star* was assumed by C. F. Crandall, who had held a similar position on the *Herald* for the past two years. Mr. Crandall is a young journalist who has had a somewhat spectacular career. A native of St. John, N. B., where he was born thirty-six years ago, he graduated from Acadia University in 1899 and went on the St. John *Sun* as reporter in 1900. Three years after he became editor of the *Star* in the same city, and in 1906, editor of the *Sun*. His work in this connection brought him into prominence, and in 1910 he was picked for managing editor of the Montreal *Herald*. His rise to prominence in Canadian journalistic circles has thus been rapid. Outside his regular newspaper work, he has been active in the establishment of the Canadian Press, Limited, —the A. P. of Canada. Edward Beck, who preceded him in office on the *Star*, is now associated with the management of the *Financial Times*.

The Printer & Publisher

The MacLean Publishing Co., Limited
143-149 University Avenue
Toronto, - Canada

PRESIDENT - - JOHN BAYNE MACLEAN
EDITOR AND MANAGER - - JOHN M. IMRIE
ASSOCIATE EDITORS: W. A CRAICK AND J H. IMRIE

BRANCH OFFICES
MONTREAL, 701-702, EASTERN TOWNSHIP BANK BUILDING - O. S. JOHNSTON
WINNIPEG, 34 ROYAL BANK BUILDING - - - - - L. C. HARKNESS
VANCOUVER, B.C., 18 HARTNEY CHAMBERS - - - - - H. HODGSON
NEW YORK, U.S., 115 BROADWAY - - - - - - R. B. HUESTIS
CHICAGO, ROOM 607 MARQUETTE BUILDING, 140 S. DEARBORN ST. A. H. BYRNE
LONDON, ENGLAND, 88 FLEET STREET, E.C. - - - - - E. J. DODD

THE PRINTER AND PUBLISHER is published on the 30th day of the month preceding that for which the issue is dated. Subscription rates: Canada, one year, $2.00; six months, $1.00. United States, $2.50 a year. Great Britain and Colonies, 8s.6d. Elsewhere, 12s. Contributions are solicited and prompt payment will be made for all accepted matter.

Affiliation is in the Air

IT may be taken almost as a foregone conclusion that the three main press organizations in Canada, outside the Canadian Press Association, will be affiliated with the latter body before many weeks are past. The Alberta and British Columbia Press Association is at time of writing deliberating on the question, with every prospect of a favorable outcome. The Western Canada Press Association will decide the question at its meeting at Fort William and Port Arthur on August 1, 2 and 3, and the Maritime Press Association has the subject on its agenda for the meeting at New Glasgow on September 4, 5 and 6.

The only opposition that could possibly develop would be one of sectionalism. There is undoubtedly some jealousy of tthe C. P. A. in the air, as there always is of a larger and stronger body on the part of smaller organizations, but that this does not extend very far is fortunate. The great mass of the newspaper publishers of the country are big enough to realize that the C. P. A. is not working for the particular advantage of one section of the country, but that the larger part of its work has been for the benefit of every publisher in the Dominion. What is good for a newspaper publisher in Ontario is good for one in Nova Scotia, just as it is for one in British Columbia.

For the effective operation of the permanent press office in Toronto, contributions in the form of membership fees are required from all over Canada. The C. P. A. as an Ontario concern, might support it and would support it single-handed, but it would hardly be just or fair that an office organized for the general benefit of the newspapers of the country should be maintained by only one section of the country. The best results will only follow from concerted action.

This number therefore goes out with the hope that the much-desired affiliations will be consummated and that we shall soon be able to record the formation of a national combination of press associations.

The Under Cost Argument

ATTEMPTS are being made to prove to weekly publishers that they are making a serious mistake in raising their advertising rates to the level recommended by the Canadian Press Association. They are being warned that such action will result in the loss of a great part of the business placed with them by the advertising agencies.

There is but one reply to this argument and that is, that the weekly publishers can no longer afford to accept advertising either at cost price or under cost price, but must stand out for a reasonable profit. For many years the average publisher remained in blissful ignorance of just what it was costing him to publish advertising. Of late a spirit of enquiry has been abroad and the whole problem of costs has been under investigation. It has been found after careful analysis that a great deal of business was being accepted at absurdly low figures. Why, with this information before him, any publisher would want to continue under the old conditions, is past comprehension.

The fallacy that it is better to publish advertising at any price than to lose it, has been exploded. It may not be a very cheerful proceeding to reject a nice-looking contract, but it is the worst kind of folly to accept it, when it cannot be published at a profit. It is no loss to forego what cannot be of advantage, and this should invariably be the publisher's consolation when he is faced with a decision.

Therefore, we would say to all publishers who have the matter of increased rates under consideration,—be sure of your costs and then don't hesitate to stand by the card that you formulate. It may mean the loss of some business, but reflect that it is not what you reject that is going to injure you, but what you accept at cost or less than cost.

"The Only Paper in Canada"

PUBLISHERS, who are inclined to tremble at the threats of the free publicity people, should take fresh courage. The threat or reproach as the case may be,

is always the outcome of disappointment. To be told pointedly that yours is "the only paper in Canada," which has refused to run a free reader may sound dreadfully ominous, but it should not cause concern.

If an advertiser sends out a reader, depend upon it he will send it to as large a circle of newspapers as possible. Suppose it goes out to three hundred or four hundred papers. Does any sane publisher imagine that if one newspaper only of the three or four hundred refused to run it, the advertiser would bother writing a letter on the subject? No, indeed. The chances are he would be so gratified at the success of his angling for space, that he would go right out and celebrate.

Of course, we must admit that sometimes the advertiser is within the truth in his remarks. It is quite conceivable that two hundred and ninety-nine readers may be deposited without any remark in waste baskets, while the three hundredth may be returned to the sender by some ultra-polite publisher, who declines, in writing, the honor of publishing it. In such a case the advertiser is no prevaricator when he says, "you are the only publisher who has refused, etc.," though he does convey an erroneous impression. His lie, if lie it be, is of the white variety.

The offending publisher, unless he be capable of supernatural vision and know the inside of the transaction, may easily be imposed upon in this way. It is a simple matter for the advertiser to cloak the truth under a semblance of plausibility. His written words may be absolutely truthful, but there is usually a something suppressed which, if known, would produce an entirely different impression on the mind of his would-be victim.

The Canadian Press Association office makes a fine clearing house for these ideas. Instances are not lacking where sad-sounding letters have been received by the Secretary, reproaching him for having got a publisher into a scrape by telling him to reject free readers. "What's the use of all your campaigning, etc., etc? Nobody else is standing by it. We are the only paper in Canada, etc. etc." The fact of the matter is that the number of "only papers" is getting so large that the advertisers are getting angry about it.

Expansion all Over Canada

NEVER in the history of the Canadian printing industry has there been such a marked expansion in plant and equipment as at the present time. Seemingly there is not a city in Canada from which news is not being received that some printing establishment is to rebuild or enlarge its premises. In cities like Montreal, Toronto, Vancouver and Winnipeg the number of these firms is more than a single one or two. The West especially is exhibiting great activity in this regard, and right through from Winnipeg to the coast signs of improvement are not wanting.

The day of better equipment is at hand. Hitherto there has been a good deal of make-shift in planning and equipping printing establishments. Quantity was a more important element than quality and speed than beauty in many printing offices. But to-day as never before, costs are being studied, and the care of the plant is coming in for attention. Better work is going hand in hand with better prices and printers are learning that more money is to be made out of a quality job than out of a hit-and-miss one. The whole problem of production is being studied more carefully, largely as a result of the holding of cost congresses and the wider circulation of the technical press.

At the same time the growth of the country has been remarkable and its continued prosperity almost phenomenal. These facts have contributed another element to the situation and have served still further to account for the activity in printing circles.

Canadians as a whole may be proud of the spirit of progress evident in the printing trade. The numerous fine buildings being erected or planned, the costly equipment being installed, are all indications of a gratifying growth. These printing establishments will in future take their places among the prominent business blocks of the cities.

Getting Ready for Montreal

It is by no means too early to direct special attention to the Second Annual Convention of the Canadian Cost Commission, called for Montreal, October 24 and 25. While these dates are still almost three months distant, time flies away so quickly and other interests intervene in such a way that the actual time of meeting is upon us before we are aware of it. We would urge Canadian printers to clear a good-sized circle around these dates, so that nothing will interfere and prevent them from being on hand.

The importance of the gathering needs no proof from us. We take it that the printers of the country are sufficiently awake to the needs of the situation as not to fail to grasp the value of a study of costs. No man can do much by his own incentive. He requires the combined energy of a large number of enthusiasts before he is keyed up to the proper pitch of effort. Such a gathering as that planned for Montreal will serve this purpose and it is to be hoped that a large and representative attendance of Canadian printers will be there to forward the good work.

Elsewhere we present a few preliminary details about the convention. These will be supplemented in the next two issues by more extended programmes as the various items are put into shape.

NEWS *of* PRESS ASSOCIATION WORK

Western Association Affiliates

Special Dispatch to Printer and Publisher

NELSON, JULY 27.—The largest and best convention ever held by the Alberta and Eastern British Columbia Press Association was convened here on the evening of July 25, with a record attendance of fifty members. A magnificent programme of entertainment was provided by the City of Nelson, and the local newspapermen, and too much credit cannot be bestowed on W. G. Foster, managing editor of the *Daily News*, who had charge of all the arrangements.

At the opening session, after the Mayor had welcomed the delegates and reports of the president and secretary had been presented, the following officers were elected:—President, M. R. Jennings, Edmonton *Journal;* first vice-president, George Gordon, Ponoka *Herald*; second vice-president, W. G. Foster, Nelson *News;* third vice-president, S. R. Hodson, Okotoks *Review;* secretary-treasurer; C. J. Hayes, Edmonton *Bulletin;* executive committee; A. G. Terrill, Medicine Hat *News;* C. A. Hayden, Calgary *News-Telegram;* J. H. Woods, Calgary *Herald;* F. W. Galbraith, Red Deer *Advertiser;* V. Chapman, Golden Star. It was decided to hold the next meeting at Edmonton.

Yesterday morning the convention resolved itself into a cost congress, the proceedings being in charge of John M. Imrie, managing editor of *Printer and Publisher*. In the afternoon the party was taken by special train to Bonnington Falls, famed for its trout fishing, and to the C. P. R. chalet at Slocan. In the evening a smoker was given for the gentlemen and a reception for the ladies.

To-day, the press party have spent practically the whole day aboard a special steamer, which left Nelson at nine a.m. A business session was convened on the boat and several matters were put through. Affiliation with the C. P. A. was agreed upon, and Mr. Imrie, secretary of the latter organization, received a check covering the fees of several members. A resolution was passed urging the removal of the duty on linotypes. A committee was appointed to investigate freight and express rates on paper supplies. It was decided to issue a job price list.

A stop was made at Kaslo for luncheon, and at the Kootenay Lake Hotel, a banquet was served in the evening, one interesting feature of which was the presentation to Mr. Imrie of a cut glass vase, as a mark of appreciation of his services.

Maritime Press Meets in September

ANNOUNCEMENT of the annual meeting of the Maritime Press Association has been received from President Fred E. Cox, of the Middleton Outlook. The convention will open at New Glasgow, N. S., on Wednesday, September 1, at 3.30 p.m. Among the important matters up for consideration is the subject of affiliation with the Canadian Press Association, which will be finally settled. John R. Bone, president of the Canadian Press Association; J. S. Willison, editor of the Toronto News and P. T. McGrath, M.L.C., of the St. Johns Evening Chronicle, have been invited to attend the meetings along with other prominent journalists. Social features will not be lacking and will include visits to the coal mines, steel works and other industries in the vicinity.

The Weeklies' New Rate Card

DURING the past month the publishers of the weekly papers have been issuing their new rate cards, which are to come into effect on the first of October. One advertising agency has been expressing strong objection to the new schedule of rates for foreign advertising and has evidently sent out a form letter, embracing their objections, to each publisher who sends them copies of his new rate card.

The strongest objections advanced are to the fixing of the minimum rate on contracts of 600 inches, and to the extra charges for preferred positions.

The rate card committee of the Press Association spent a whole year in studying all phases of the question. They secured data from many sources, ascertained the average cost per inch to the publisher of advertising space, and endeavored earnestly and intelligently to prepare a rate card covering prices and conditions which would give fair profits over cost to the publisher and be reasonably satisfactory to the advertiser. Their report was presented at the Ottawa meeting in June, as reported in last issue of Printer and Publisher. It was not adopted until after full and very free discussion. In fact, the report was up for consideration at two sessions of this busy meeting, and was not adopted without careful and critical scrutiny by the large number of members present. In the matter of rates some complained that the schedule presented was lower than their papers were then receiving. The rates were, however, finally adopted without change as the standard minimum basis.

Concerning position, it was felt that when "Alongside reading matter" was conceded at the rates quoted, instead of "Run of Paper," that the new card was in this respect eminently fair to the agencies and their clients. If more exacting positions are demanded then reasonable advances on minimum rates should be required.

It is open to question, perhaps, whether 600 inches is too large a requirement for the minimum rate. In view of the fact that the small dailies have fixed their minimum rates on 1,000 inches, this may be too high. Experience, however, will tell. If it is found to be too high for average contracts an adjustment may be made. In the meantime the stand-

Essex and Kent Publishers Meet

A WELL-ATTENDED meeting of the Essex and Kent Printers and Publishers' Association was held on Friday, July 19th, at the Hotel Sanita, Chatham. The business before the association was the discussion of the average cost price list, recently issued by the Canadian Press Association. The morning session was presided over by Vice-President Stephenson, of Chatham, and the afternoon session by President McKay, of Windsor. The cost price list was adopted as a basis by the association, and a selling price list constructed therefrom, for the two counties. The standard foreign rate card adopted by the Press Association for weekly newspapers was also discussed, and a resolution carried adopting it, and urging every member to issue a new card as soon as possible. Messrs. Stephenson and Woodward contributed to the entertainment of the members between sessions.

Those present were: J. A. McKay, *The Record,* Windsor; S. Stephenson, *The Planet,* Chatham; A. C. Woodward, *The News,* Chatham; J. A. Auld, *The Echo,* Amherstburg; P. H. Bowyer, *The Dominion,* Ridgetown; R. R. Brett, *The Free Press,* Essex; W. A. Shaw, *The Times,* Tilbury; W. R. Davies, *The Herald,* Thamesville; H. A. Colville, *The Herald-Record,* Wallaceburg; Colwell Bros., *The News,* Wallaceburg; Theo. Pickering, *The News-Tribune,* Blenheim; T. F. Epplett, *The Journal,* Wheatley; Mr. Baxter, Chatham, and A. A. Whitwam, *The Post,* Leamington.

Program for W.C.P.A. Meeting

AN excellent program has been prepared for the annual meeting of the Western Canada Press Association, at Fort William and Port Arthur, commencing on the afternoon of Wednesday, July 31. The Twin Cities Newspaper Association is doing itself proud in the entertainment of the visiting publishers, and a most enjoyable time may be anticipated by all who attend. Following is the programme, which will be carried out as nearly as possible to the letter:

Wednesday, July 31.

3.00 p.m. Reception in City Hall at Fort William
Welcome by Mayor Rea, Port Arthur, and Mayor Graham, Fort William.
Response by John Dafoe, Free Press, Winnipeg.
Appointment of Committees, Resolutions and Nominations.

Thursday, Aug. 1.

9.00 a.m. Session at Lyceum Theatre, Port Arthur
Minutes.
Report of Executive Committee.
Report of Secretary.
Report of Treasurer.
President's Address.
How Best to Handle the Labor Problem.
Perfecting affiliation scheme of Press, Eastern and Western Associations.
2.00 p.m.—Minutes.
Organization and Cost Finding.
The Cost System: how best to [illegible] its benefits.
Our Relations with Supply Houses.
3.00 p.m. Tour of Harbor on Steamer "Sibley."
8.30 p.m. Banquet at Prince Arthur Hotel, Port Arthur.

Friday, Aug. 2.

10.00 a.m. (Daily Session), Lyceum Theatre, City Hall, Port William.
Is the Canadian Press Statistically Inferior?
Standardizing our Relations with the Advertising Agencies.
Advertising our Advertising.
Is a Job Department a Desirable Adjunct to a Display Newspaper in a Small or Medium City?
2.00 p.m. Excursion to Kakabeka Falls (kindly arranged by Canadian Northern Railway, leaving Port Arthur Station at 2 o'clock, and Port William Station at 2.25; returning leave the Falls at 5.30 reach Port Arthur 6.30.

Saturday, Aug. 3.

10.00 a.m.—(Daily Section), Lyceum Theatre, Port Arthur.
Are Circulation Contests Profitable?
Cost and Income Record System for Daily Newspapers
2.00 p.m.—Trip around the two Cities by Automobiles.

NEWS ITEMS

BRITISH COLUMBIA.

The Vernon News is holding a $2,500 prize competition, opening on July 18 and closing on September 5.

There are several small towns in the Fraser Valley asking for small weekly paper. Haney, Hammond and Rosedale.

J. W. Miller, circulation manager of the Winnipeg Free Press, who has been visiting on the coast, will go north to Prince Rupert before returning.

Fraser Valley Record has recently added an addition to the building, erected four years ago, making a two storey building 20 feet wide and 65 feet long.

R. A. Stoney, for several years secretary of the New Westminster Trades and Labor Council has been appointed president of the organization. Mr. Stoney is a printer by trade, and was in Vancouver before going over to the Royal City.

W. R. Gordon, who, with W. E. Playfair, have taken over the Fort George Tribune, will, with his wife, have the honor of taking in the first piano to Fort George. Mr. and Mrs. Gordon were recently wedded in Vancouver, and the instrument was among the wedding presents. The only piano in the northern interior was one taken in in the days of the Cariboo rush half a century ago, and is now an exhibit in the provincial museum.

ALBERTA.

The Coleman Bulletin has recently been started by Mr. Norman, of Pincher Creek.

Porter and York, publishers of the Provost Star, have sold out to P. Schimmelher.

W. M. Davidson, of the Calgary Albertan, sailed on July 5 for Europe, where he will spend a couple of months.

The Brooks Banner has been taken over by Nesbitt and Wright, and the name changed to the Bulletin.

The Edmonton Quick Print have recently completed a fine new building to accommodate their expanding business.

The Medicine Hat Times is putting in equipment to enable it to turn out a daily edition. A No. 5 Linotype has been added.

The Calgary Herald opened a relief fund for the sufferers from the cyclone at Regina. Within a few days $8,000 was contributed.

The Alberta Printing Works is the latest job office to be opened in Calgary. Mr. Robertson, late of the Granum News, is in charge.

A new one-storey structure 50 ft. x 60 ft. is being erected for the Western Globe of Lacombe, to replace its present home in a building that was formerly used as a church. The new premises will be well lighted by large windows at front and rear, and will be ready for occupancy early this month.

The High River Times, of which Charles Clark is editor and publisher, recently issued a highly creditable Homeseekers' Number, in which the claims of the town and district of High River for settlement were well set forth. The supplement consisted of sixteen pages and was well printed and illustrated.

The Saturday News, of Edmonton, a weekly journal edited by A. B. Watt, announces that its publishers have decided to retire from the job printing business in which they have been engaged five years, to devote their entire attention to conducting the publication the credit of the paper of its kind now being accomplished and bright anticipations. The editorial and business offices will remain in the Hutchings building.

The Edmonton Journal, of which John McLaren is business manager, and the Edmonton Capital, under the business direction of H. J. Reade, issued successful subscription campaigns on July 5 and 11 respectively. The Journal's principal prize was the sum of $1,000 in cash, a horse and lot, or a trip around the world, while the Capital's big prize was a farm of 160 acres. There were thirty-seven candidates in both contests and many names were added to the lists.

SITUATIONS VACANT.

YOUNG PRINTER, WITH THREE OR FOUR YEARS' GENERAL experience in country office is offered steady employment and excellent opportunity for improvement where plant includes Linotype, Cylinder presses, bindery, etc. Address "Leader Mail," Granby, Que.

The Calgary News-Telegram was purchased on July 1st by the News-Telegram Publishing Co., of which G. M. Thompson is president and managing editor; C. A. Hayden, vice-president and news editor, and C. E. Tryon, sec.-treasurer and business manager. Messrs. Thompson and Tryon were formerly owners of the Saskatoon Capital. Mr. Hayden was connected with the paper under its former management, prior to which time he was engaged in journalism in Ottawa and Montreal.

SASKATCHEWAN.

The new home of the Regina Leader will be completed early in August.

W. W. Stewart, late of the Weyburn Review, has started the Citizen at Viceroy.

The Colgate Enterprise, edited by H. T. McPhillips, is a new weekly recently established.

A. D. McKenzie, formerly of the Lucknow, Ont., Sentinel, is starting a paper at Wilkie.

H. J. Darrach, formerly publisher of the Forget Mail, is now publishing the Ogema Advocate.

Medicine Hat is to have a second daily paper. The Times is going to establish a morning edition.

Swift Current has three weeklies and a morning daily, which is a good showing for so young a town.

D. A. Bretz, of the Moosomin World-Spectator, was married on July 24 to Miss A. E. Franks, of Wapella.

W. H. L. Baker, of Broderick, has purchased a newspaper press with the intention of starting a paper.

Sam J. Latta, publisher of the Prairie News, Govan, was the successful Liberal candidate for Last Mountain in the provincial elections.

A. J. Finch, formerly manager of the Battleford Herald, has severed his connection with that paper, and has entered into partnership with W. W. Smith, of the Press.

Cameron R. MacIntosh, formerly principal of the North Battleford public school, has purchased the News of that town. J. A. Bawden, formerly proprietor, continues as manager.

MANITOBA.

The second summer outing of the Winnipeg Printers' Social Club was held on July 6.

The Farmers' Advocate, Winnipeg, have added considerably to their Monotype equipment, and have ordered a quantity of new machinery.

The new building for the Manitoba Free Press is proceeding rapidly, and, when complete, will be one of the most up to-date newspaper offices in Canada.

The De Montfort Press, Winnipeg, have made a number of additions to their composing room, and also added a new No. 35 Pony Optimus to their pressroom, making the third Optimus purchased in the last few years.

ONTARIO.

The Forest Standard came out recently in a new dress of ten-point type.

The Harrow Sentinel, after several years of existence, has ceased publication.

H. J. Pettypiece, editor of the Forest Free Press, has been appointed assessor of that town.

Cornelius and George Doherty, two Preston men, have established a job printing office in that town.

The Alvinston Free Press, conducted by Harry Moore for some time past, is reported to be changing hands.

J. M. Denholm, of the Blenheim News-Tribune, was recently elected secretary of the Harwich Agricultural Society.

The Petrolea Topic on July 31 closed a successful subscription contest which has been in progress for several months.

The Picton Gazette has joined the ranks of the circulation competition holders. A $400 piano is the grand prize offered.

The Belleville Ontario office was visited by fire on the night of July 16. Six thousand dollars damage was done to plant and building.

John William Hickman, of the Wallaceburg Herald-Record, was on July 20, united in marriage to Miss Mabel Rose Williams, of that town.

Leonard H. McNamara, formerly of Walkerton, has opened a job office in North Bay, under the name of the American Novelty Co.

The Picton Gazette announces a circulation contest, extending from June 15 to August 31. The grand prize is a Willis piano, valued at $400.

W. W. Cliff, editor of the Carleton Place Canadian, has been appointed customs officer, and is thinking of retiring from the newspaper arena.

The Finnish Publishing Co. of Port Arthur, Ont., and The Times Publishing Co. of Brandon, Man., have each installed duplex newspaper presses.

The Wyoming Enterprise is again changing hands, Glen Nichol disposing of the property to E. C. Rice, lately of Windsor. Mr. Nichol will likely go West.

Frank E. Baxter, of the Baxter Printing Co., Chatham, has purchased and assumed the active management of the Temple moving picture theatre at Chatham.

Owing to roller troubles in the warm weather, the Merrickville Star-Chronicle had to send its forms to the Record Press, Smith's Falls, for a couple of weeks.

A. F. Campbell, formerly a newspaper owner of Brampton, and M.P.P. for West Algoma from 1890 to 1894, has been appointed secretary of the Board of Grain Commissioners.

W. G. Ferguson, late of the Porcupine Advance, has again responded to the lure of the gold fields, and is the happy possessor of some promising claims in Turnbull township.

Coincident with the celebration of Berlin's cityhood in July, the Berlin Telegraph issued an attractive and well-printed 34-page special edition, printed on its new Duplex press.

The Standard Printing Co., of Windsor, has been sold to Magistrate Dobie, of Walkerville, publisher of the Walkerville Herald, who will continue the business in Windsor as formerly.

The Haileyburian, of Haileybury, celebrated the victory by which that town was made the county seat for the new judicial district of Timiskaming, by issuing a very creditable illustrated county seat edition.

R. J. Dunsmore, "The Onlooker" of the St. Thomas Times, sailed on July 4 from Montreal for a trip to the old country. He will write a series of articles on his trip for the St. Thomas Times and Stratford Herald.

J. Melbourne Elson, managing director of the St. Catharines Journal, and formerly of the Toronto Sunday World, was among the civilians who accompanied the 19th Regiment of St. Kitts to the Chatham Old Boys' Reunion on July 1.

The North Bay Despatch-Tribune has installed a monoline and folding machine. For two weeks a daily edition was issued from this office, but this has been discontinued for the present, and the regular semi-weekly editions resumed.

The St. Catharines Journal will shortly have a new home, the management having leased a new block being erected on Park Street, by Thomas Conlon. The Journal will move into its new premises, which are being built especially for newspaper purposes, on Oct. 1.

In connection with the Western Ontario vacancy in the Dominion Senate, the St. Thomas Times urges the appointment of an active newspaper man, suggesting the names of W. S. Dingman, of the Stratford Herald, and W. B. Burgoyne, of the St. Catharines Standard. The movement has been endorsed by a large number of Western Ontario papers.

Fred S. Best, eldest son of T. H. Best, managing director of the Ontario Publishing Co., died on July 16 in Muskoka. His illness was the direct result of an accident while hunting three years ago, when an overloaded shell burst his gun and ruptured one of his lungs. Mr. Best was business assistant to his father, and was for some time representative of the company in England.

The Daily Nugget, of Cobalt, has opened offices in North Bay to facilitate the North Bay edition of this paper. E. G. Short is looking after the reportorial work on the local edition, while Miss G. N. Lafond has charge of the business office. It is planned to launch a circulation contest in the fall with the young ladies of the town as canvassers, prizes being given of vacation trips, pianos and jewelry.

QUEBEC.

A. M. Dewar is now assistant managing editor of Montreal Star.

B. R. W. Deakin is now acting managing editor of the Herald, Montreal.

E. W. Ferguson has been promoted to city editorship of the Montreal Herald.

W. F. Steedman has succeeded T. H. Dickinson as financial editor of the Montreal Herald.

A. J. Penne, for some time connected with A. McKim, Ltd., Montreal, has joined the J. Walter Thompson Agency of Toronto.

F. K. Bates has been appointed commercial editor of the Montreal Star, having severed his connection with the Herald to take up this position.

New offices have been opened by the Monetary Times in the Transportation Building, Montreal. T. C. Allum is editorial representative for the paper.

The Financial Times Publishing Co., Montreal, has leased office space on the ground floor of the Herald Building, and will occupy its new offices on August 1st.

The Federated Press, Limited, Montreal, have removed to a large five-storey building at No. 13 Cathedral Street, facing the Grand Trunk Station, and formerly occupied by the Manufacturing Stationers' Company. The building is modern, equipped with sprinkler system, and with light on three sides.

Max Epstein, charged with having obtained in October last, for fraudulent purposes, two electrotypes, the property of the Dominion Newspaper Syndicate, was sentenced, on July 23, to

two hours in the cells, a fine of fifty dollars, or in default, three months in jail.

MARITIME.

M. G. O'Leary, of the editorial staff of the Ottawa Journal, was visiting St John during "Old Home Week."

E. W. McCready, editor of the Telegraph, and F. McClure Sclanders, publicity agent for Saskatoon, were at Arnold's Lake in July, and enjoyed a successful fishing trip.

E. J. Payson, business manager of the Moncton Times, has resigned from that position, and is now editor of the Chatham Commercial. G. Bidlake, who has been acting as editor of the Commercial, has gone to Newcastle to accept the editorship of the new Conservative weekly being organized there.

D. K. Currie, who has been editor of the Summerside Pioneer, published in P. E. Island, and the Island Farmer, as well, for several years, has gone to Charlottetown, P.E.I., to take a similar position with the Guardian, published in that city, succeeding J. B. McCready, who has become publicity agent for the province. H. Pond, who at one time was editor of the Summerside Pioneer, and who has recently been living in England, has returned home to resume the editorship.

The papers throughout the province assisted materially in making the "Back to New Brunswick for a Week" campaign a decided success. In Fredericton, St. John, Moncton, Chatham, and other cities there were many interesting features of the celebration, which were aided through the press, and there were hundreds of visitors attracted to the province through the extensive advertising, for which the several boards of trade were largely responsible.

At the annual meeting of the St. John Standard, Limited, shareholders, held in July, reports were presented showing business to have been satisfactory during the past year. The question of procuring a new plant was given some consideration, and more is expected to be heard in this matter before long, as the directors are desirous of securing a more up-to-date office and building. Directors were appointed as follows for the ensuing week:—Senator John W. Daniel, J. B. M. Baxter, and Manning W. Doherty, of St. John; George B. Jones, of Apohaqui, and George W. Fowler, of Sussex.

The members of the fourth estate in St. John enjoyed a delightful mid-summer excursion as the guests of John Russell, jr., former manager of the Telegraph Publishing Co., and E. S. Carter, a newspaperman of recognized standing. Many of the news writers and some of the business staffs from each of the four local newspapers, the Telegraph, Times, Globe, and Standard, went along and had a pleasant time. The excursion was up the Kennebecasis River to Gondola Point, and supper was served at the home of Mr. Carter, at Fairvale.

P. F. Lawson, formerly of the Middleton Outlook, Kentville Chronicle, Parrsboro Leader, and Glace Bay Gazette, is spending a few weeks at his old home in Grafton, Kings County, N.S. After leaving Glace Bay Mr. Lawson spent three years with the office force of R. R. Donnelley & Sons Co., Chicago, the largest general printing house in the world. Later he was for a time with the Chicago Saturday Evening Herald, and is now the managing editor of the Evening Mail of Galesburg, Illinois. Mr. Lawson is thus an experienced newspaper man. He is also a versatile writer with a special interest in social and labor problems.

NEWFOUNDLAND.

The Twillingate Sun has installed its new power press, and is now appearing in a new dress.

Some while back it was decided to publish a paper at Carbonear, but the promoters have apparently abandoned the proposition, and now have their plant on the market.

A. E. White, of Trinity, has assumed the editorship of the Trinity Enterprise. That paper has changed its politics, and is now an opponent of the present Government of this country.

The Western Star is getting in a new press and a gasoline engine. After the installation of its big press the paper will be made eight pages, and will add some new features, including a rod and gun section.

J. H. Nichols, president of the Typographical Union at St. John's, has opened a job printing office in that city. Mr. Nichols is second to none in the craft in the capital. To use the words of one of his late employers, "He cannot be beat."

J. D. S. Barrett, brother of A. L. Barrett, manager Western Star, has sold out his interests in the Blairmore Enterprise and resigned editorship of the paper. He will visit the western and eastern sections of Newfoundland during the latter part of July and August.

The St. John's regatta takes place on Wednesday, August 7. Three of the daily papers will be represented in the press race. The News' crew will row the R. Nfld. Co.'s new boat Lion; the Herald's crew will row the Guard, and the Chronicle's crew will row the Blue Peter. Another press crew have been negotiating for the new boat Shamrock.

The St. John's papers had a strike on their hands in July. Employes of the four dailies went out. The men asked for a 20 per cent. increase, which the publishers refused to grant. The strike was precipitated by one of the publishers challenging three of his men as to their intentions. The reply being unsatisfactory, they were dismissed. An emergency meeting of the union was called and a strike declared. The publishers managed to bring out their papers, and induced some sixteen men to return to work. This broke the strike. On July 15 they returned to work at the old scale of $11 per week.

TRADE NOTES

BOOK REVIEW.

An Accounting System for Printing Concerns, by Walter Jobson (Lounsville Jobson Printing Co.) The interest in cost systems aroused during the past few years has created an interest in accounting systems also. A proper accounting system is just as essential to the success of a printing business as a proper cost system. The two systems are complementary: the efficient operation of a cost system is impossible without a proper accounting system. The principles of cost finding have been codified and Mr. Jobson's work is an effort to codify the principles of accounting for a printing office also. While Printer and Publisher does not agree with him in every point he makes, there can be no question but that his work is a valuable contribution to the literature of the printing business.

ONE PIECE STEEL LETTERBOARD.

A broad patent covering letterboards has just been allowed Thos. W. Suddard, manager of the Steel Department of The Hamilton Mfg. Co., Two Rivers, Wis. Under this patent which has been assigned to The Hamilton Company, that concern will be able to supply exclusively with their Printers' Steel Furniture Letterboards made of one piece, which are naturally much stronger and more rigid than those made of several pieces joined together.

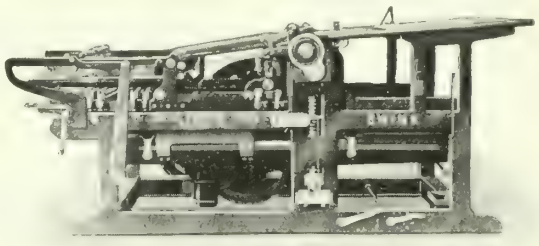
The new letterboard is only one of many remarkable things the Hamilton Company is doing in their new steel department, many interesting evidences of which are to be found in their beautiful new catalogue showing the furniture in actual colors, copies of which will be prized by every printer fortunate enough to receive one.

PAPER COMPANY ABSORBED.

The business of the Northern Paper Mills Co. has been taken over by the Rolland Paper Co., Limited, Montreal, and will be carried on in future under the latter name. An extension to the St. Adele Mill is being erected, which will double its capacity, it being furnished with the latest improvements in paper making machinery and appliances. The new section of the mill, it is expected, will be completed by November 15.

THE SWINK HIGH GRADE PRESS.

The sole agency for Canada for the Swink high-grade press has been secured by Stephenson, Blake & Co., Toronto, and C. H. Creighton, the Canadian manager for the company, is quite enthusiastic over the exclusive advantages he claims the Swink possesses.



"The little Swink gives the printer the maximum of quality and quantity in his product at minimum cost," says Mr. Creighton. "The strength and perfection of its construction, the smoothness of the bed motion, the uniformly perfect register, the sharp and clear impression possible only with the small, solid cylinder, the accuracy of the delivery and jogging attachments, which prevent all possible offsetting and smudging, though running at highest speed, and the reasonably low price, makes the Swink high grade press a piece of perfect printing office machinery that will appeal to the progressive Canadian printers."

ANOTHER CANADIAN AGENCY.

The Cleveland Folding Machine Company announce that the Toronto Type Foundry Co. have been appointed their exclusive selling agents for Canada. Machines will be carried in stock at the Montreal, Toronto and Winnipeg warehouses. An encouraging volume of business has been done already in Canada, there being now five Cleveland folders in Montreal, one in Ottawa, five in Toronto, one in London, and one in Winnipeg.

A BRITISH MANUFACTURER'S VISIT.

Arthur V. Shaw, of John Shaw & Sons, Hanley, England, is visiting the J. L. Morrison Co., Toronto, Ont., who are the sole vendors of the company's products, and looking over the ruling machine trade in Canada. Mr. Shaw himself is an inventor of some repute, having invented three distinct automatic feeders. One is a feeder for ruling machines, another a pile feeder for disc machines, intended for cheaper class of work, and a third is a team feeder for pen machines. A distinct advantage of these feeders is that they can be changed from one job to another in less than five minutes.

AN ELABORATE HOUSE ORGAN.

The July issue of the Linotype Bulletin celebrated the Fourth of July in appropriate typographical style, being resplendent in the national colors. Canadians, however, will be more interested in the workmanship displayed than in the sentiment conveyed. The fact that all of the ornamental material, as well as the text matter, was produced on the Linotype, is a noteworthy feature, since it illustrates so admirably the diverse uses to which the product of this versatile machine can be put.

RECENT LINOTYPE INSTALLATIONS.

La Patrie, Montreal, Que., who a short time ago installed a Model 8, three-decker Linotype to handle their job work, have recently installed another Model 8, three-decker, and a Model 5 for their newspaper.

The MacLean Publishing Co., Ltd., Toronto, Ont., the St. John's (Nfld.) Telegram, the St. Thomas (Ont.) Times, and the Mercantile Printing Co., Montreal, Que., have each recently installed a Model 8, three decker Linotype.

The Fort George (B.C.) Tribune have installed a Model 10, and the McLeod (Alta.) Spectator a Monoline machine.

GROWTH OF THE GOLDING COMPANY.

We are informed by W. C. Buchanan, of the Golding Manufacturing Company, of Franklin, Mass., that its business has increased forty per cent. in the past two years, and one hundred per cent. in the past five years. Mr. Buchanan is enthusiastic over the Golding press, which he considers the fastest hand-fed job press and believes that during the next five years the increase in the business of the Golding company will be a very large one, due to the fact that his press will compete favorably with the automatic machines. The Golding press is really a remarkable printing machine, and printers having used the press are enthusiastic in their praise of it.

GUESTS OF THE MERGENTHALER LINOTYPE COMPANY.

This year's meeting of the New York Press Association was held at Garden City, Long Island, July 10, 11, 12 and 13. On Friday afternoon, July 12, in response to an invitation extended by the Mergenthaler Linotype Company, a party of the editors in attendance paid a visit to its factory, at Park Avenue and Ryerson Street, Brooklyn, where they were given an opportunity to see the Linotype in the making.

E. L. Roberts, the New York State representative of the company, brought the visitors from Garden City in a large automobile, especially engaged for the occasion, thus giving the editors and their ladies a enjoyable ride across Long Island.

Brief stops were made at the most important points, such as the matrix department, where the 60 operations through which each matrix must pass were demonstrated, the assembling department, where a large number of Quick Change Model 8 and 9, three and four magazine Linotypes were in process of erection, the inspection department etc. One of the principal centres of interest was the "museum," where they were shown "the remains of millions of dollars worth of blasted hopes," as one of the visitors aptly remarked.

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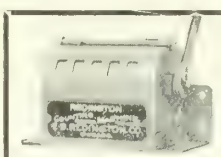
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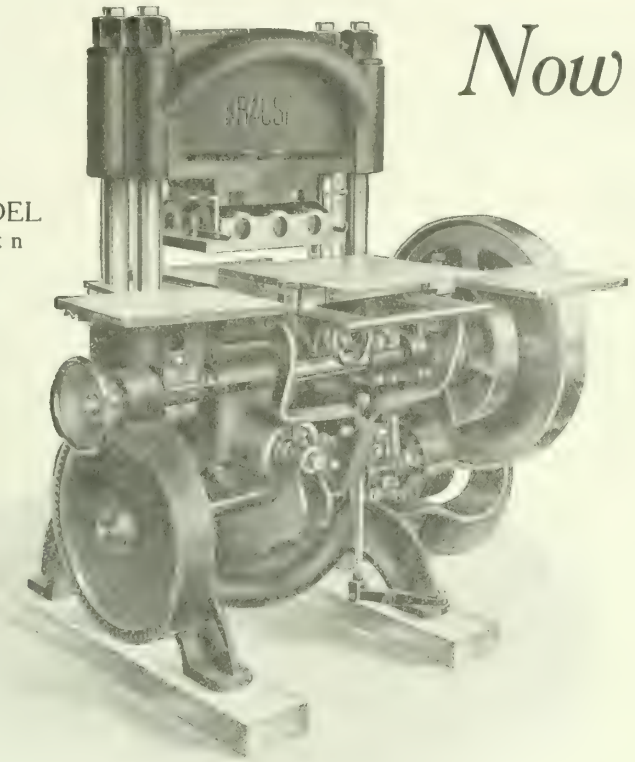
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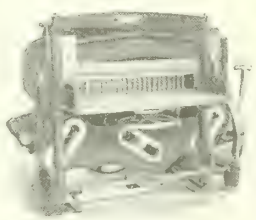
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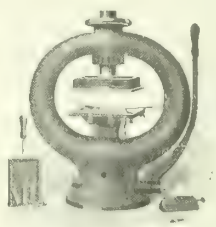
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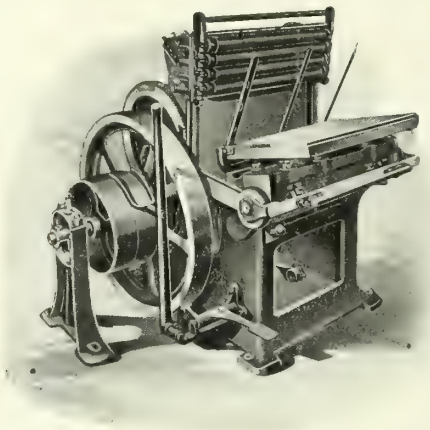
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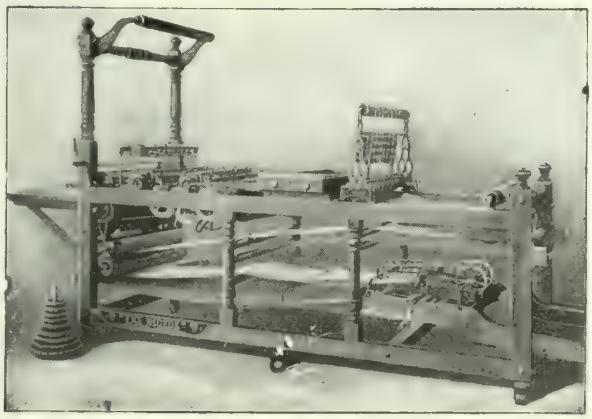
Beginning with the July number, THE PRINTING ART will contain a department showing the finest examples of typography that are being produced every month. A prize of $10 will be paid for the best specimen, or specimens, submitted, as well as other prizes for second, third and fourth best examples.

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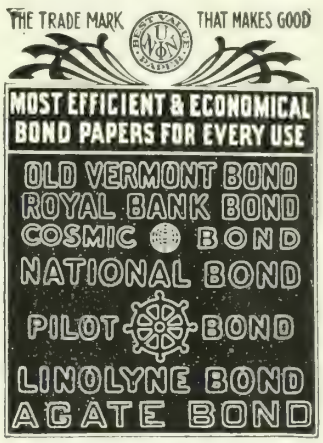
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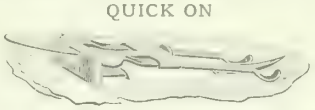
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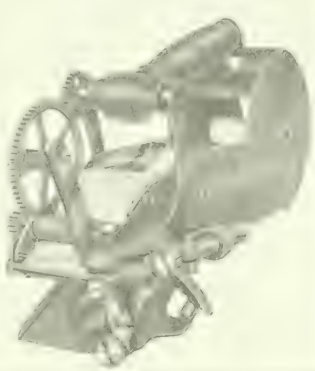
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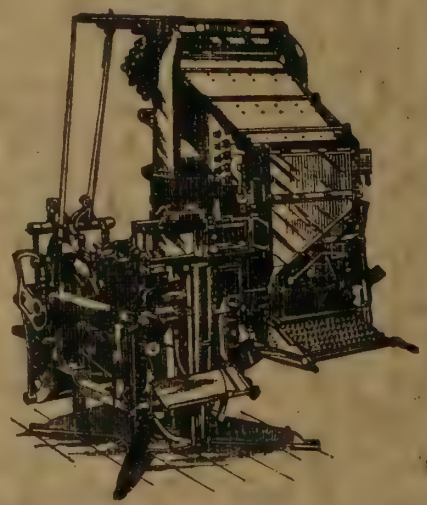
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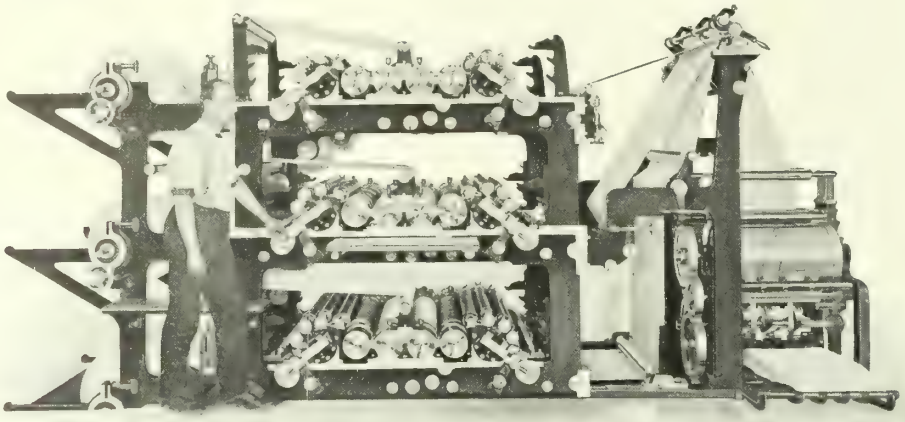
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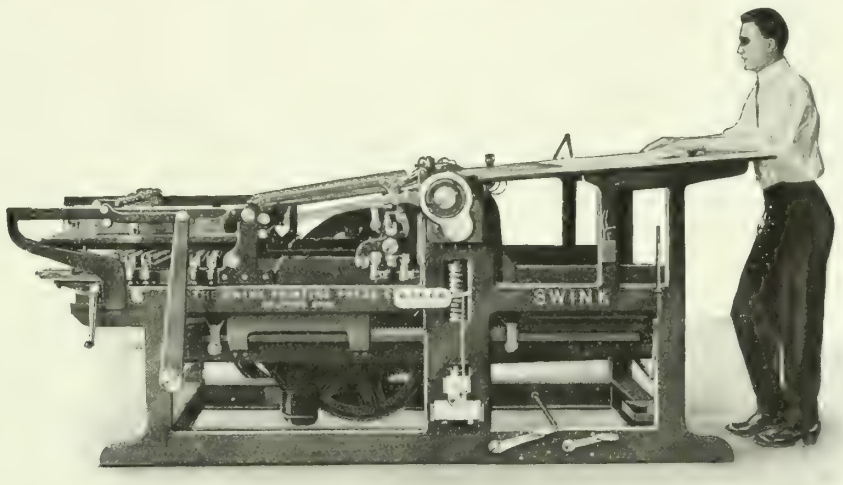
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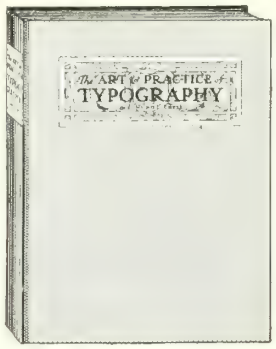
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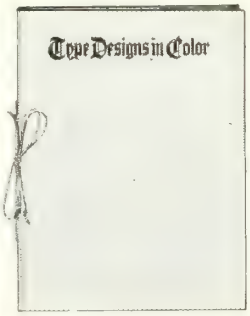
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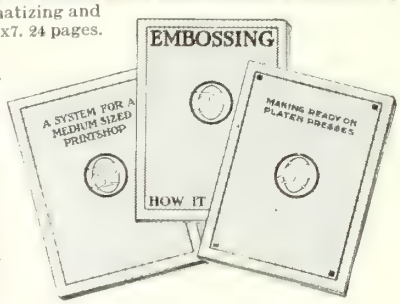
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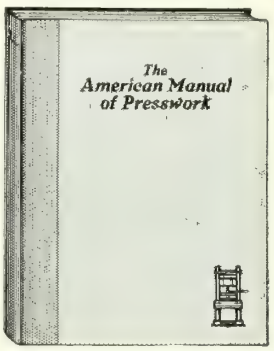
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THE AMERICAN MANUAL OF PRESSWORK. Nothing so elaborate and exhaustive has ever been written for the pressman as in this volume. Books have been issued for other departments in the graphic arts, but the pressman's work has been neglected. This book is first and last practical. It is not of the kind that is put upon a shelf and left there to the bookworm's mercy, but is useful 365 days in a year. Besides, it has historical value; it tells about the development of the printing press from the primitive wine press that turned out Gutenberg's Bible up to the present era. Just a few of the chapter headings: Development of the Printing Press; Cylinder Presses; Platen Presses; Making Ready; Vignetted Halftone Make-Ready; Color Harmony; Color Mixing; Three-Color Presswork; How to Mix Tints; Some Thoughts on Register; What Pressmen Have Discovered. The last named chapter describes in words and pictures more than two hundred practical ideas discovered by pressmen in their daily routine in the shop. How to take care of ink, rollers, paper, presses, etc., is demonstrated in all its details by pressmen themselves. 164 solid text-pages. Many artistic inserts printed on high grade papers in two and more colors. Size, 8½x12½. Cloth. Price, postpaid, $4.00.



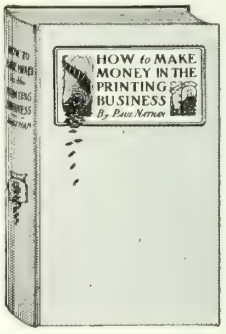
THE AMERICAN HANDBOOK OF PRINTING. By EDMUND G. GRESS. The essential information on subjects printorial (and allied) brought to a brief expression that makes them accessible and easy to remember, are herein to be found. You may here find things in a "boiled down" state that permits of covering a wide field well. Special features: For Compositors: 16 pages of job specimens in color. For Pressmen: Chart in colors for harmony and mixing of inks. For Ad-Writers: 100 type faces with explanations. The color chart supplemental sheet is in itself worth the price of the book. The running chapter heads are: Type Making; Type Faces; Type Composition; Typesetting Machines; Proofreading; Stonework; Paper; Composition Rollers; Printing Inks; Printing Presses; Bookbinding; Stereotyping and Electrotyping; Engraving; Lithography; Newspapers and Magazines; Advertising and Ad-Writing; Printers' Business Methods. There are ten full-size inserts, printed in one or more colors. Over 800 pages, 25 in color, and 182 illustrations. Size, 5¼x7½. Price, postpaid, $2.00.



POCKET GUIDE TO PRINTING. There are a thousand and one things buried in larger books but made available in this handy little volume of vest-pocket size. Compiled for the printer, advertising man, and all having to do with the printtrade. Contains information on: Names of Type; How to Estimate Type; Leads to the Pound; Weight of Leads Required for Any Work; Styles of Type Faces; Plates Used by Printers; Newspaper Measurements; To Find Amount of Copy Needed; Proofreaders' Marks; Punctuation; Preparing Copy; Schedule for Checking Forms; Test of Correct Imposition; Register on Folding Machines; Scale of Signatures; Imposition; Cost of Binding; Paper Sizes; Figuring Stock; Covers; To Get 1,000 Pieces; To Find the Equivalent of Paper; Sizes of Cut Cards; Technical Terms, etc. Cloth. 48 pages. Size, 3½x6½. Price, postpaid, 50 cents.



HOW TO MAKE MONEY IN THE PRINTING BUSINESS. By PAUL NATHAN. Give value and "charge the price" might be an answer to this question; but there is a very complete and comprehensive answer in Paul Nathan's book of 288 pages, bearing this title, and every progressive printer should own the volume. The book gives full details and information on the highest authority—Experience. Here is a glimpse into the table of its contents: Starting an Office; What Class of Customers to Seek; How to Develop Business; Writing Advertising Matter, Etc.; Taking Orders; Advertising; How to Talk to Customers; The Cost of Producing Printing; Estimating; Acquiring Money; Price Cutting; Competitors; Profit and How It Should Be Figured; Buying; Doing Good Printing; The Composing Room; The Press Room; The Business Office; Bookkeeping, etc. 288 pages. Cloth; gilt stamped. Size, 5¾x9. Price, postpaid, $3.00.



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Is CHEAPER than leading British and American Founders.

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Is cast in Hard and Durable Metal.

Is BRITISH MADE ENTIRELY.

Is in use in all British Colonies.

Metal and Steel Furniture, Quotations, Clumps, &c.

Every Single Piece Tested before leaving the Foundry.

TRUE to POINT—ALWAYS.

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Snow White English Coated Paper
Super Calendered Book Paper
Imitation Art Paper

We desire to draw special attention to the above papers, manufactured by Olive & Partington, Ltd., Glossop, England, which are specially adapted for high-class Magazine printing and the production of the Catalogue-de-Luxe. A request for samples and prices will receive the immediate attention of the Sole Canadian Agents:

Hodge-Sherriff Paper Company

McKinnon Building, Toronto Telephone Main 5781

BUCKEYE COVERS

now more than ever before, represent your best opportunity to improve your output and increase your income

(This is page 1 of a 3-page announcement)



SINCE the recent general advance in paper prices, printers and printing buyers have been giving closer attention to paper values, particularly *cover paper* values. The immediate result has been *a steady increase in the demand for* **BUCKEYE COVERS.** Already the largest selling brand in the world, these famous covers are now being called for in such quantities as to tax the present capacity of the Mill, necessitating extensive additions, which are already under way.

This growing demand can mean but one thing. It points conclusively to a growing recognition of the quality and adaptability of the Buckeye line, and of the *money-making opportunities* which the combination offers to the progressive printer.

More and more the trade is learning to appreciate the superiority of **BUCKEYE COVERS** as a printing medium—learning to appreciate it, and learning to take advantage of it. By both their words and their work the masters of the craft are endorsing our product, and justifying as well all of the enthusiastic things we have been moved to say concerning it.

Are you getting the BUCKEYE Announcements? If not, send us your name and let us add it to our mailing list

You have only to talk with a few good printers—or examine a representative exhibit of good printing—to be convinced that we are not merely making phrases, but stating facts when we say **BUCKEYE COVERS** print better, emboss better, and are adaptable to a wider variety of trade literature requirements than any other covers on the market, regardless of price.

BUCKEYE COVERS are *popular*, because they are *profitable*.

We've "proofs" it you want them.

(SEE NEXT PAGE)

BUCKEYE COVERS are made in 16 colors, 4 finishes and 4 weights, including DOUBLE THICK. List of dealers on second page following

BUCKEYE COVERS

are profitable to printers, not only because they are "the best covers advertised," but also because they are the best-advertised covers

(This is page 2 of a 3-page announcement)



Few other mills could make enough cover to satisfy the demand for BUCKEYE. None of them could make a stock anywhere near so good at anywhere near the price

OUR advertising is profitable—but not to ourselves alone. It also pays *you.*

Among *buyers* of printing as well as among *producers* of printing, **BUCKEYE COVERS** are the recognized *standard*—the one stock that always commands consideration in connection with the specifications for any Catalogue, Booklet, Folder, or advertising piece of whatever sort that is to be "economically effective."

To bring about this result we have spent money unstintedly in the past, and we are planning to spend it still more liberally in the future, telling the merchants and manufacturers and other business men of the country—telling them and showing them, for your benefit as well as ours—just why and how they can save money or get better printing by using BUCKEYE COVERS.

In SYSTEM and PRINTERS' INK alone—the one a business publication of world-wide circulation, the other a paper read by practically all advertising managers—we are running two-, three- and four-page announcements this month, to be followed by pages and double-pages throughout the year. We are also mailing circulars direct to printing buyers, and sending out "Traveling Demonstrations" (described on following page) to firms who answer our advertisements. Thousands of these "demonstrations" have already been distributed in this way.

This great campaign of education—the greatest ever undertaken by any paper mill—means that in most cases when you suggest BUCKEYE COVERS to a customer you are suggesting something which he already knows, and knows favorably—something already associated in his mind with high quality and moderate price. The suggestion therefore carries its own assurance that your purpose is to give him the best possible value for his money.

Such a suggestion also guarantees *you* the maximum of profit on the job, even where the customer knows the price of BUCKEYE COVERS. Most advertisers buy and pay for *effects* rather than *materials*, and in using BUCKEYE COVERS you get the maximum effect with the minimum expenditure for inks and labor.

For conclusive "proofs" see the "Traveling Demonstration" described on the following page.

(SEE NEXT PAGE)

BUCKEYE COVERS are made in 16 colors, 4 finishes and 4 weights, including DOUBLE THICK. List of dealers on following page

The BUCKEYE TRAVELING DEMONSTRATION is helping us to sell more BUCKEYE COVERS. It can also help you to sell more printing. We'll send it when you ask for it

(This is page 3 of a 3-page announcement)



The way to get orders is to submit ideas instead of prices. The way to make the orders profitable is to use BUCKEYE COVERS

THE BUCKEYE "TRAVELING DEMONSTRATION" enables you to make an "idea-gathering" tour of the country without leaving your chair. It brings to your desk the things that the best men in the craft would show to you if you called on them—their newest ideas; their most notable artistic and mechanical achievements. Specimens of printing, embossing and rubber offset work are included, many of them unique in their effectiveness. It is an exhibit that will interest any progressive printer, but will especially interest those who believe that variety is only to be obtained by the use of a variety of cover stocks.

All of the specimens in the exhibit, representing the widest possible variety of treatments and effects, were printed on BUCKEYE COVERS. The "demonstration" will be forwarded to your address at our expense, by prepaid express, if requested on your business letterhead.

Buckeye Sample Book No. 1 shows printed samples of SINGLE THICK BUCKEYE COVERS in 16 colors.

Sample Book No. 2 shows DOUBLE THICK and RIPPLE FINISH in eleven colors.

Either book or both may be had on application to nearest jobber, or will be sent direct from mill on request.

ADDRESS DEPARTMENT P

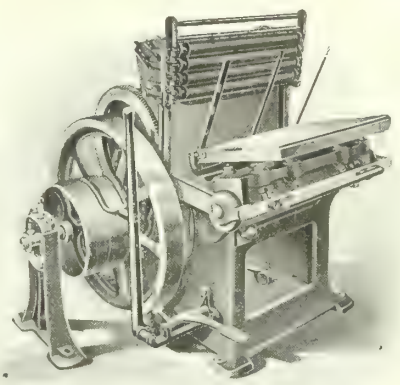
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THE GALLEY IMPROVED
"UNIVERSAL"



For Letter-press, Half-tone and Three-color Work, Embossing, Cutting and Creasing

In designing this press we have considered the absolute need of space enonomy in the average plant and yet have embodied the features that give accuracy of results with long service.

The many styles and sizes are covered by our catalog. Ask for it.

Sole Canadian Agents:

MILLER & RICHARD

Success Bond

(Tub-Sized Loft-Dried)
at 14c. per lb.

To meet the demands of the trade we are now stocking this high grade moderate price bond

In White

17 x 22 - -	16, 20, 24
17 x 28 - -	20, 24
19 x 24 - -	20, 24

Colors

17 x 22 - -	16

Write for sample book showing full range of colors.

BROWN BROS.
LIMITED
Wholesale Paper Dealers
51-53 Wellington Street West TORONTO

Georgetown Coated Paper Mills, Limited

Manufacturers of High Grade Coated Papers & Cardboards

OFFICE AND MILLS AT GEORGETOWN, ONT.

Real Money for Examples of Good Typography



Beginning with the July number, THE PRINTING ART will contain a department showing the finest examples of typography that are being produced every month. A prize of $10 will be paid for the best specimen, or specimens, submitted, as well as other prizes for second, third and fourth best examples.

The prize-winning designs will be reproduced in approximately full size, and criticism will be made of all designs submitted.

This new department will be one that no ambitious compositor can afford to overlook. Write to-day for further particulars and a sample copy of the most beautiful printing trade journal published.

THE PRINTING ART
CAMBRIDGE, MASS.

A GOOD MATCH

IS ASSURED TO EVERY PRINTER WHO SENDS HIS PATTERN AND ORDER ATTACHED TO A PIECE OF THE PAPER ON WHICH HE IS GOING TO PRINT TO

SHACKELL, EDWARDS & CO., LIMITED

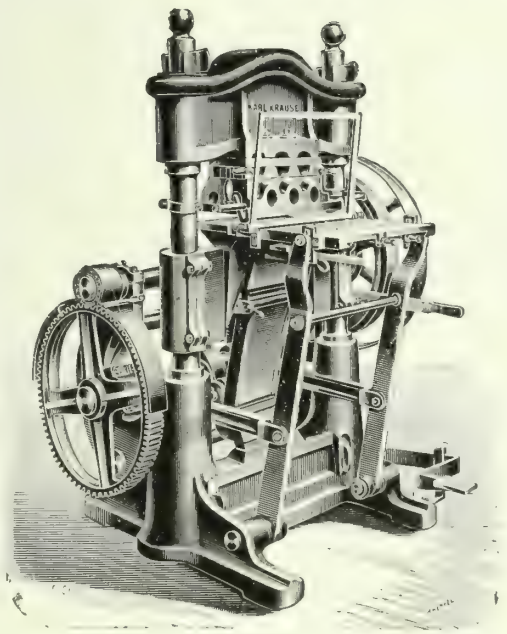
MAKERS OF
FINE PRINTING AND LITHO INKS
OF QUALITY

127 Peter St.
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and at
LONDON, ENG.

During the Exhibition at Toronto we cordially invite all visiting printers and publishers to use our offices as their own for any purpose or convenience its facilities may serve. See our Display in the Machinery Hall.

Patent Power Blocking and Embossing Press



"KRAUSE"

with friction-coupling. Suitable for all kinds of gold blocking and embossing.

Automatic Table Movement.

Automatic Stop after each impression.

Patented guide adjustment ensuring dead register.

Also set for continual running.

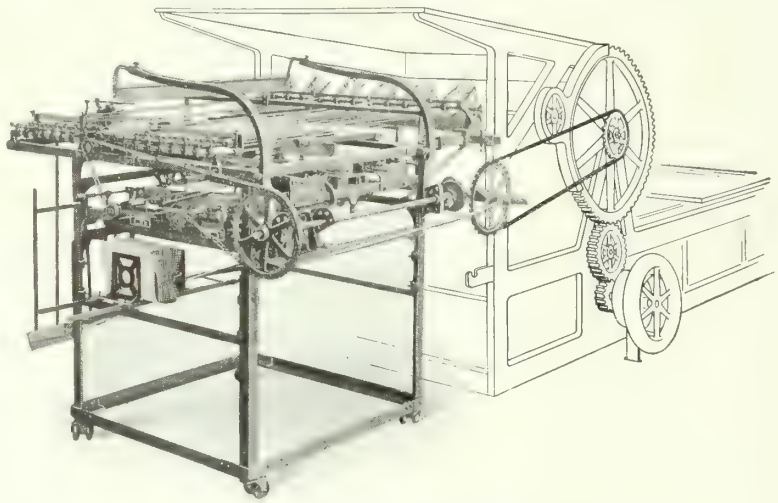
Machinery and Supplies for the Whole Paper Industry.

The J. L. Morrison Co.

445-447 King Street West
TORONTO

THIS Folder will take Your Newspapers right from the press and deliver them ready for the Post Office.

The Omaha Folder will handle perfectly sheets from any rear delivery press that will deliver the paper within a radius of one inch of the centre, and any press will do this.



Special features of the Omaha Folder are the *Insert Attachment, Trimmer, Jogger or Auto Straightener.*

THIRTY DAYS' TRIAL TO RESPONSIBLE PUBLISHERS

FIVE YEARS' GUARANTEE

No. 2 Model C, complete with Insert Table, Trimmer and Press Attachment. 6 col. fol. to 6 col. quarto, $328.

No. 3 Model C, complete with Insert Table, Trimmer and Press Attachment. 6 col. fol. to 7 col. quarto $340.

F.O.B. CARS TORONTO OR WINNIPEG. WE SEND MAN TO ATTACH.

TERMS:—Quarter cash after 30 days' trial, balance in ten equal monthly instalments. No interest if paid promptly when due. 8% interest after due. 2% for all cash at end of trial period.

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SUPERFINE LINEN RECORD

The Standard Paper for business use. Leading Corporations, Railroads, Banks, etc., use Superfine Linen Record. They know that erasures can be written over without the ink running or blurring.

Write for Sample Books To-day

THE ROLLAND PAPER CO., LIMITED
HIGH GRADE PAPER MAKERS

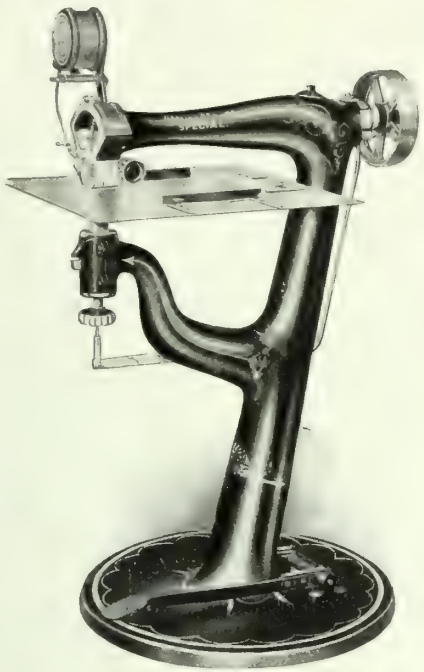
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Mills at
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MONITOR STITCHER

FOR

Calendars, Fans & Pamphlets



Latham's No. 2 and 2½ Monitor Calendar Stitcher

We have designed the above machine for houses making a specialty of large calendar work. They can also be used for ordinary flat or saddle stitching.

SPECIAL FEATURES:

Size of table 24x24 in., with gauges as shown in cut. Distance from clinchers to frame 18 in.
Capacity No. 2, 2 sheets to ⅜ in. Uses wire No. 25 to 30 round and 20x25 flat.
No. 2½, 2 sheets to ¼ in.; uses wire No. 25 to 30 round.

WE FURNISH COMPLETE BINDERY OUTFITS

Monitor Wire Stitchers, Perforators, Punching Machines, Paging and Numbering Machines, Creasers, Scorers, Embossers, Standing Presses, Table Shears, Etc. ∴ ∴ ∴ ∴ ∴ ∴ ∴

MANUFACTURED BY

Latham Machinery Co.

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"J.K." BLACK



will do nearly every kind of black printing, and do it well.

There is no doubt about its intense blackness, covering power and free working. And it dries quite quickly enough for most printers. Printing done with "J.K." Black whether it be ordinary jobbing works or fine half-tone work always looks GOOD. And its price considering the high quality of the ink, is really low—70 cents per lb.

Made by

JOHN KIDD & CO., Limited, LONDON, ENG.

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COLUMBIA PAPER CO., Limited, 1043-7 Hamilton Street, Vancouver, B.C.

Please write to nearest agent for specimen book and price list.

The Golding Jobber

We recommend the Golding Jobber as a saver of time—as the producer extraordinary of quality impressions.

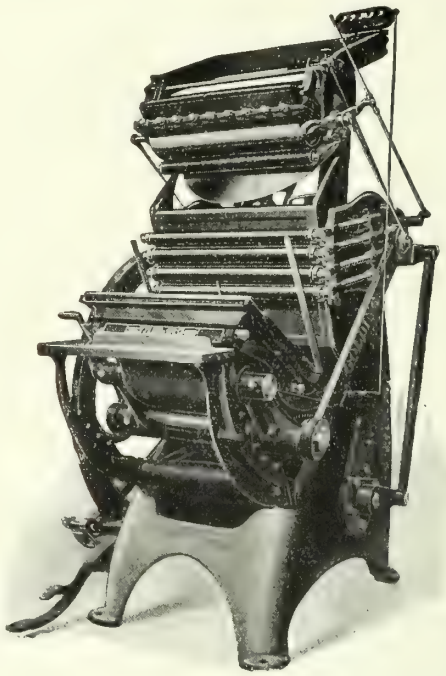
It gives greater margin to go on—a surer profit.

It gets the greatest number of productive minutes out of each hour—by eliminating the wasted minutes.

Printer users tell us this is so.

All printers ought to investigate, then place their plant on an equal footing with the printer who does use Golding Jobbers.

Ask for our booklet, "Manufacturing Efficiency."



The Golding Jobber

Golding Mfg. Co.
FRANKLIN, MASS.

GOLDING

PRESSES

GOLDING JOBBER The most highly developed type of the modern Job Printing Press. Unequaled for Quality and Qantity of Product. 8x12 to 15x21 inside of chase.

PEARL A small press for small work. Easy running. High Speed. Low Cost. Big Producer. 5x8 to 9x14 inside of chase.

OFFICIAL Hand Press. Simple in construction. Easy to operate. 4x6 to 8x12 inside of chase. Special made for printing imprints on large sheets.

EMBOSSER Prints, Embosses or Stamps. Impressional strength, 120,000 lbs. Electric or Steam hot-bed. Size 9x13 ins.

SEMI-AUTO Prints in one, two or three colors, 3000 to 10,000 impressions an hour with one feeding. Will do any three of the following operations; print, emboss, cut, score, punch, rule or perforate.

SPECIAL for printing on wood up to 1 in. thick and for using large numbering machines.

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AUTO-CLAMP The latest, strongest, most convenient to operate and only self-adjusting clamp. Sizes, 30 and 36 in.

GOLDING POWER Modern design. Strong and powerful. Roller bearings. Double shear movement. 26, 30, 34 and 36 in.

HAND ROTARY Similar in construction and easily changed to a power cutter. The Roller Bearings saves 10 per cent of the power. 25, 30 and 34 in.

GOLDING LEVER Most powerful Lever Cutter made. Convenient to operate and accurate. 25, 30 and 34 in. Easily changed to power.

PEARL A small hand lever Cutter for small work at a moderate price. Sizes, 13 and 19 in.

BOSTON SHEARS With off-set hinge to allow cutting long strips. Balanced handle to avoid danger to operator. Sizes, 8, 12, 24 and 36 inch.

TOOLS

MITERERS With standard set for right angle, triangle, square, hexagon and octogon. Also with standard gage set by six point.

CURVERS The most convenient and accurate tool for making curves, circles, ovals. These curved corners were made with it.

RULE and LEAD Cutters that have a world-wide reputation for their excellence of design and construction. The Original Little Giant Lead and Rule Cutter.

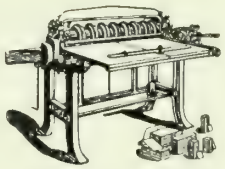
TABLETING PRESS The most convenient and quickest to operate for making tablets or bundling.

BENZINE CANS Steel Cans with safety valves. Strongest, safest and most convenient. Saves 10 per cent on insurance.

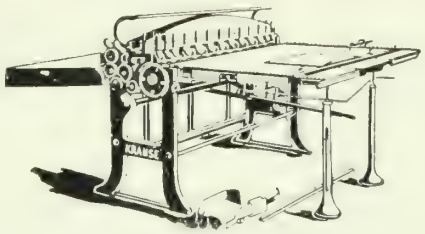
COMPOSING STICKS For news and job work. Standard set with time-saving features unequaled.

Golding Machines and Tools combine the perfection of over forty years experience in their manufacture and have a world-wide reputation for their original design and superior construction.

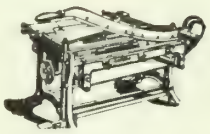
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Rotary Millboard Cutter, "Krause"



Combined Cutting and Rotary Binding Machine, "Krause"



Millboard and Cardboard Cutter, "Krause"

Bending Machines

Scoring Machines

Punching Machines

Combined Scoring Grooving, Double Bending and Cutting Machines, etc.

Rotary Millboard Cutters

Rotary Cardboard Cutters

Millboard and Cardboard Cutters

There is No Boxmaker in Canada who doesn't long for

"KRAUSE"

Boxmaking Machinery

Manufactured by

KARL KRAUSE

Leipzig, Germany

Also sold by several Canadian Importers of Printers' and Bookbinders' Machinery

JOHN DICKINSON & CO., Limited

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MILLS:- Croxley, Apsley, Nash and Home Park, Herts, England

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SECRETARY BOND

Requests for samples of these papers and of our large range of BOOK, IMITATION ART, AND COATED PAPERS will be welcomed.



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A GOOD "SNAPPY SHEET." AT A LOW PRICE.

Useful for office stationery, duplicate systems, etc.

Carried in stock in all regular sizes and weights.
White, Pink, Azure, Corn and Golden Rod.

Large stocks at Toronto and Montreal. Send for samples and price.

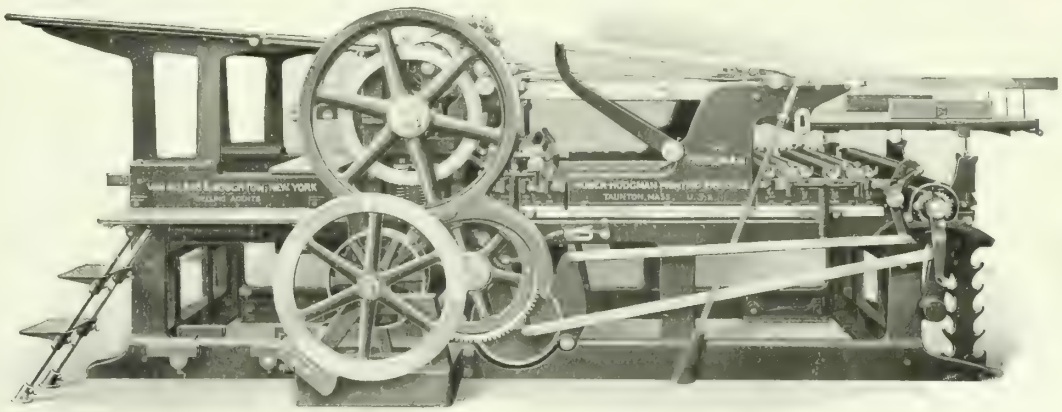
TRADE MARK

This design a guarantee of quality

CANADA PAPER CO. LIMITED

Colored Papers a Specialty

Toronto Montreal Windsor Mills, P.Q.



THE Hodgman

The schoolboy who was badly thrashed by one of his comrades, went away bawling this sentiment:

"If I can't lick you,
I can make faces at your sister"

We regret to say that there are people who are so jealous of the phenomenal success of THE Hodgman, that they resort to the schoolboy's tactics.

The most glaring defect that is advanced concerning our press is the fact that "IT IS NEW," spoken in an awesome manner implying something that is "raw" and untried.

Well, it is new—the newest, most progressive and up to date flat-bed press on the market and we glory in the perfection of the advanced ideas incorporated in its newness, which are all in its favor.

But it is neither "raw" not untried, (we can show machines practically as good as new in constant use for about four years) and we will sign any guarantee that the purchaser may choose to write that will hold him absolutely secure on every claim that we make, including the most rigid impression, eliminating a large percentage of time in "make-ready," accurate register and distribution, greatest productive power and longevity, and the most perfect mechanical construction.

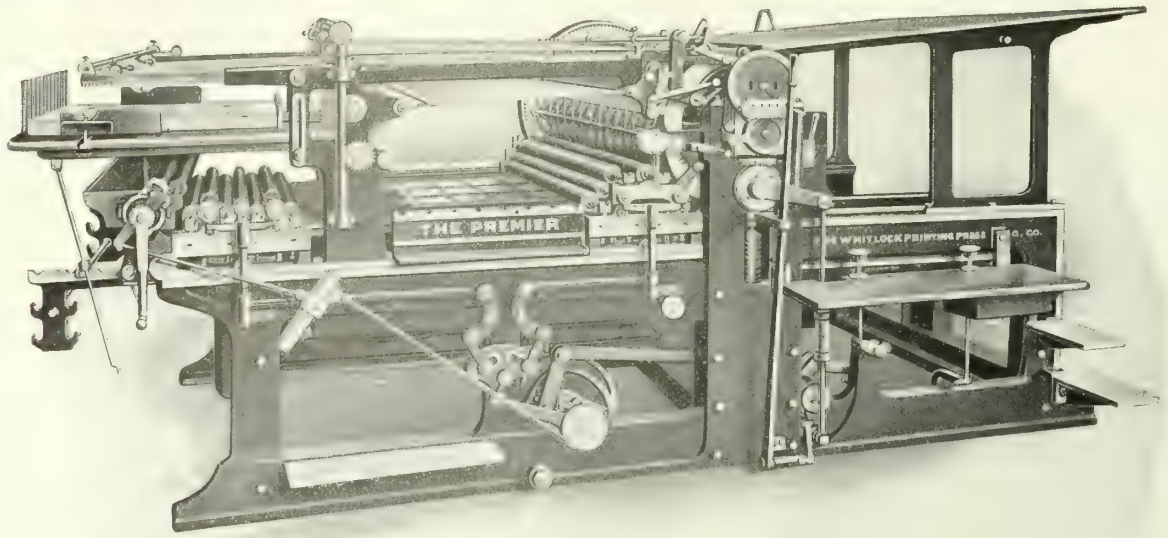
The printer who rejects the "new" is content with the cumbersome Drum Cylinder Press, the old fashioned lock-up, hand composition for "body matter," and all of the antiquated methods of fifty years ago, and we are sure that none of our readers belong to this class.

Write or phone us for a personal interview and we will demonstrate every claim we make,

The Huber Hodgman Printing Press Co.,

Represented direct by
H. W. THORNTON, Chicago, Illinois
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Factory: Taunton, Mass. NEW YORK



The PREMIER THE NEW SERIES TWO-REVOLUTION FOUR-ROLLER WHITLOCK PRESS

The Premier Combines in *One* Machine all the good points of other Two-revolution Presses—and many others.

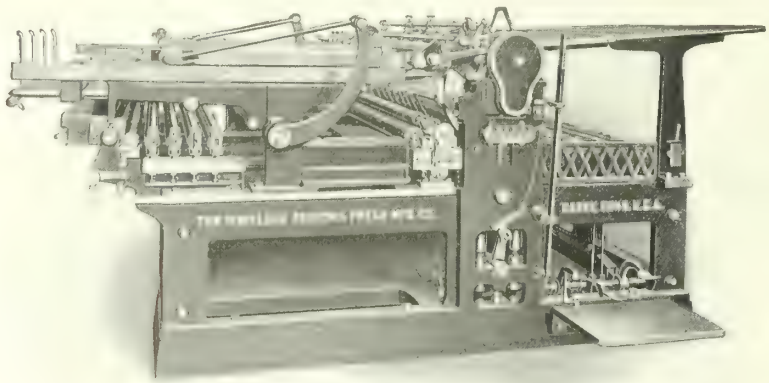
Therefore, the Premier stands supreme among Two-revolution Presses in strength, swiftness and smoothness of operation, and in quality and quantity of output.

The double delivery is simple and effective. It is conveniently changeable from printed side up to printed side down, or vice versa, the change taking only two or three minutes.

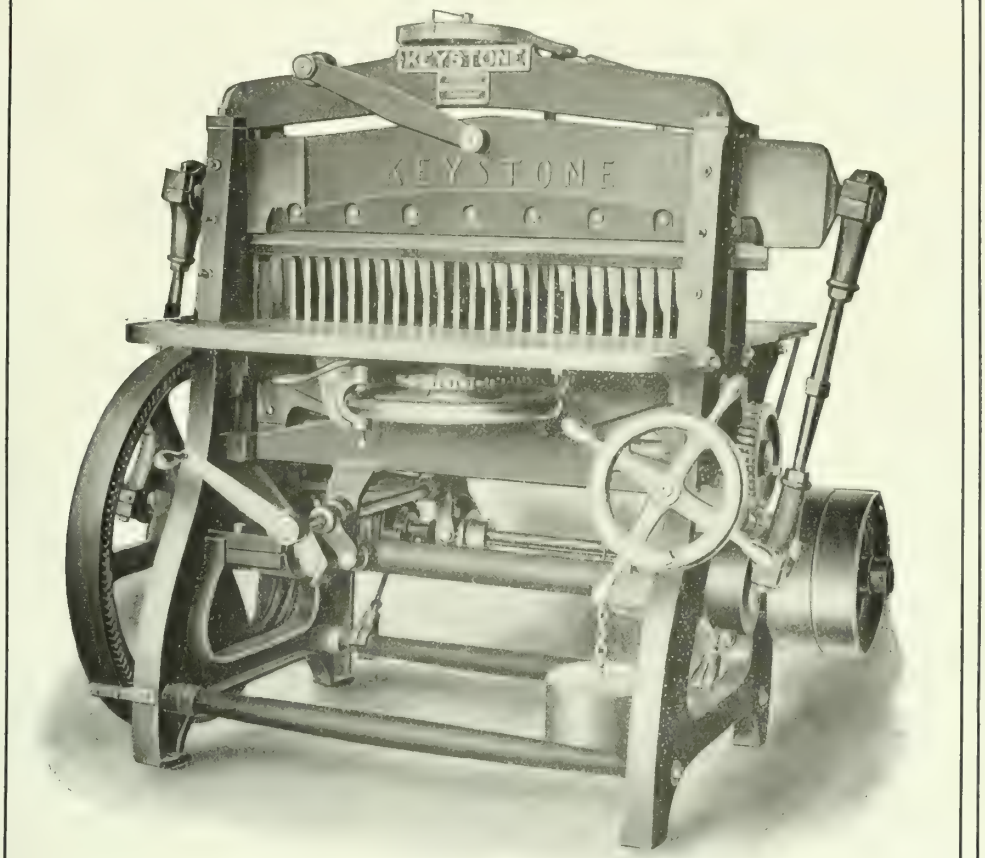
Having the heaviest distribution, the Premier is suitable for the finest half-tone or color process work. Special adjustments ensure perfect register.

Write at once for more complete information and quotations to the Canadian Selling Agents.

MANTON BROS., Toronto, Ont.



Pony Whitlock Front Tape Delivery.



A Money Saving Proposition

Sounds good to most people. That's why we call your attention to

KEYSTONE CUTTERS

Users say they are money-savers because they are simple in construction, easy to adjust, accurate and rapid in operation, very reliable and durable.

They Can't Be Beat!

We build many sizes and styles of cutting machines and are always glad to send circulars and prices on request.

May We Not Hear From You?

THE STANDARD MACHINERY CO.

Builders and designers of Embossing Presses of all kind, Paper Cutting Machines, Die Cutting Presses and Bookbinders' Machinery.

Main Office and Works
MYSTIC, Connecticut.

Sole Selling Agents for Canada, STEPHENSON, BLAKE & CO., 122 Bay St., Toronto.

Inspiration Covers

That's what one printer-man called them when he wrote thanking us for sending our special set of

Selling Suggestions

and he added this: "When I received and saw them I decided to put them up to the hardest nut I ever canvassed and I came back with the goods—a thousand dollar catalog—me for them."

If you haven't seen these Sample Covers and Complementary Inserts, let us send them to you. They may help you over a stone wall or two.

NIAGARA PAPER MILLS
Lockport, N. Y.

The Typography of Advertisements

By F. J. TREZISE

This book is universally commended by all groups interested in advertising, including Prof. Walter Dill Scott (the psychologist in advertising), the publisher, the ad.-writer, the advertising agency and the ad.-compositor. It should have a place in every advertising man's library, and is invaluable to the compositor. The author makes typographical display a living part of salesmanship. Look at the table of contents:

Importance of Good Advertising Display
Laying Out the Advertisement
The Question of Display
On Choosing Type
On the Use of Borders
The Department-Store Advertisement
Hand-Lettered Advertisements
Agency Advertisements
Illustrations in Advertisements
How to Set the Advertisement

Printed in two colors; 136 pages; 65 illustrations, handsome board cover.

Price, $2.00

THE INLAND PRINTER CO.

632 South Sherman Street
CHICAGO, ILLINOIS

Toronto Office :
Telephone Building

Private Exchange:
Adelaide 1986

BARBER PAPER & COATING MILLS, LIMITED
GEORGETOWN, ONTARIO

Largest Manufacturers in Canada

Coated Paper

Maple Leaf Beaver

"RED SEAL"

COATED R PAPER
Trade Marks Registered

"LUXACOTED PORCELAIN"

Our RED SEAL COATED BOOK is the best for ordinary Printing and Half-Tone work. Where a finer quality is desired use our LUXACOTED PORCELAIN.

The day is past when importers can claim any superiority for foreign goods. Our goods are equal to the best made anywhere and are superior to the ordinary run of imported lines.

We carry a full line of Coated Papers in Stock.

MADE BY

RITCHIE & RAMSAY, Limited
TORONTO - CANADA

BUY DIRECT FROM MANUFACTURER

Keystone Semi-Steel Imposing Surfaces

DURABLE, ACCURATE, SATISFACTORY

They grow better with age, never wear out and will be more valuable after ten years' service than when they were first installed. Keystone semi-steel surfaces are as much superior to marble surfaces as electric light is to candle light. Semi-steel surfaces are finished smooth and true and stay so, while marble surfaces are seldom accurate and are liable to be scratched and marred by the first form imposed. Marble surfaces in almost any composing room will show this better than it can be told.

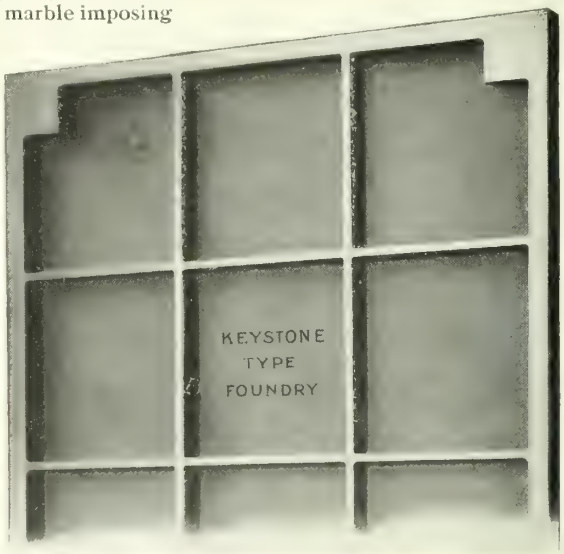


Keystone semi-steel surfaces are made as accurate as the bed of a press; less time is required in locking up and no expense is incurred, as on marble, by type, rules, etc., catching in any soft or uneven portions. It has been said that as much type and rules have been spoiled on marble imposing surfaces as by actual use on the press. For these reasons, and because they are always a permanent investment, up-to-date printers everywhere are using Keystone semi-steel imposing surfaces and through their use are saving money every day.

Keystone semi-steel surfaces are made 1¾ inches in thickness and double ribbed on bottom with a ½ inch rabbet on the four sides of the tops to support the end of galleys in sliding matter on or off the surface. This rabbet may be omitted if desired.

As no coffin is necessary, there are nearly 400 more square inches in a semi-steel surface than in the corresponding size in marble. For example:—A frame built for a marble slab 36 x 60 inches would take a semi-steel surface 39¼ x 63¼ inches, a difference of 3¼ inches each way, and still occupy no more floor space.

Keystone semi-steel imposing surfaces can be furnished any size from 12 inches square up to 84 x 264 inches in one casting, at the regular price of three cents per square inch. The table below gives the sizes of semi-steel surfaces compared with marble, using standard size frames.



Bottom view showing crossed ribbed construction

STANDARD SIZE MARBLE TOPS INCHES	STANDARD SIZE SEMI-STEEL TOPS INCHES	LIST PRICE FOR SEMI-STEEL TOPS ONLY	STANDARD SIZE MARBLE TOPS INCHES	STANDARD SIZE SEMI-STEEL TOPS INCHES	LIST PRICE FOR SEMI-STEEL TOPS ONLY	STANDARD SIZE MARBLE TOPS INCHES	STANDARD SIZE SEMI-STEEL TOPS INCHES	LIST PRICE FOR SEMI-STEEL TOPS ONLY
24 x 36	27¼ x 39¼	$32 10	26 x 76	29¼ x 79¼	$69 57	30 x 90	33¼ x 93¼	$93 03
26 x 44	29¼ x 47¼	41 46	36 x 60	39¼ x 63¼	74 49	48 x 72	51¼ x 75¼	115 71
28 x 50	31¼ x 53¼	49 92	28 x 80	31¼ x 83¼	78 06	40 x 80	43¼ x 83¼	108 03
36 x 48	39¼ x 51¼	60 36	48 x 60	51¼ x 63¼	97 26	48 x 96	51¼ x 99¼	152 61
32 x 60	35¼ x 63¼	66 90						

Coffins are Not Required or Supplied with Semi-Steel Tops

Keystone Type Foundry

Philadelphia :: New York :: Chicago :: Detroit :: Atlanta :: San Francisco

CANADIAN AGENTS

Geo. M. Stewart . . . . . 92 McGill Street, Montreal
Printers' Supplies, Ltd. . . . . 27 Bedford Row, Halifax, N. S.
Anglo-Canadian Type and Machinery Co. . 124 York Street, Toronto

Set in Keystone's Caslon Bold Extended and Caslon Lightface, with 12 Point Panel Border No. 7

The "ART CAXTON"

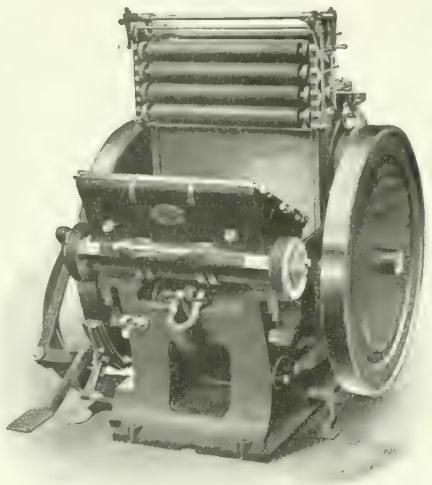
Two-Position Platen Two Machines in One

Built for service at the right price.

The Art Caxton is the genitor of exquisite printing and beautiful embossing. It represents the highest development in platen press building. Built for service.

Used in every country in the world.

United States printers paying 30% duty to get it.



Buffalo, N.Y.
June, 1912

Dear Sir:—

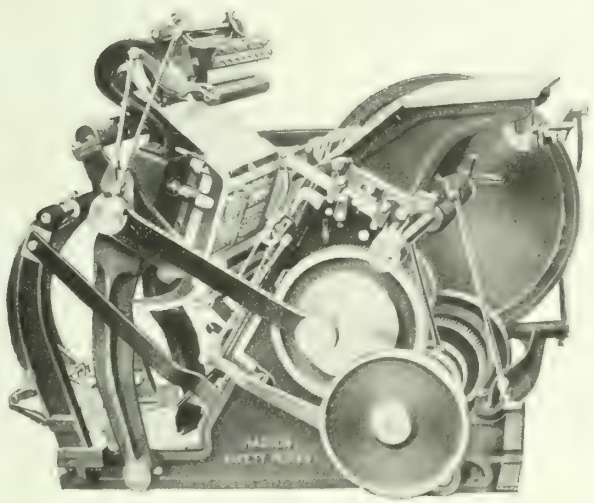
The Art Caxton Platen Press that we purchased from you sometime ago, has proved all the claims you made for it. We are very much pleased with it, both for color work and embossing

Yours very truly,

MATTHEWS-NORTHRUP WORKS

(Signed) J. A. PIERCE, General Manager.

The "HADDON SAFETY"



LETTER No. 2

The Intrinsic Value of the Moveable Make-Ready Plate

THE HIGNELL PRINTING CO.

736 Sherbrooke St., Winnipeg, Man.
June 8, 1912.

Messrs. Anglo-Canadian Type & Machinery Co.
124 York St., Toronto.

Gentlemen:—

. . . . . The make-ready plate on the Haddon-Safety Press makes it easily possible to lift one job for an hour or two, put on a rush job and then revert to the original; and when two "Safetys" are working side by side exchanges can be made in a manner that is as surprising as it is useful.

Yours sincerely,

(Signed) A. R. HIGNELL.

Here is a platen with the veritable speed of a greyhound, a real model of efficiency, chief among which is a moveable make-ready plate. Is not this the height of efficiency? Ask us to show you how to meet competition profitably.

Illustrated Literature in English or French

fully describing the "Art Caxton" or "Haddon Safety" will be sent gladly upon request. Send to-day for your copy.

Anglo-Canadian Type and Printing Machinery Co., Ltd., 124 York St., Toronto

W. GORDON MONTGOMERY, Manager



The Argument for the Stationer In Selling His Customer Stronger Tags

ONE Lost Shipment in the majority of cases is worth two or three times— yes, and sometimes twenty or thirty times the price of **Ten Thousand Tags.** Cheap tags are the causes of lost shipments. Railroads rule against them.

Dennison's
TRADE MARK

Standard All Rope Tags Stay On

Give your customer a sample of a Standard Tag, and ask him to tear it. Show him the rope fibres. If he has had cheap tags and lost shipments because of them, he will be impressed by the strength of the Standard tag. Sell Dennison Standard Tags and establish a reputation for Quality Goods.

Write for Samples

Dennison Manufacturing Co.

THE TAG MAKERS

WORKS AT SOUTH FRAMINGHAM, MASS.

Stores at

BOSTON
26 Franklin Street

NEW YORK
15 John Street

NEW YORK
15 W. 27th Street

PHILADELPHIA
1007 Chestnut Street

CHICAGO
62 East Randolph Street

ST. LOUIS
905 Locust Street

Offices in Thirty-three Principal Cities

Toronto Office: 8 Wellington St. West

The PRINTER & PUBLISHER

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF THE PRINTING AND PUBLISHING TRADES OF CANADA

VOL. XXI. **Toronto, September, 1912** NO. 9

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Winnipeg, 34 Royal Bank Building
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A. H. Byrne

London, England, 88 Fleet Street, E.C.
E. J. Dodd

The PRINTERS' SECTION

Printing Office Insurance

By an Inspector of the Canadian Fire Underwriters' Association

PRESENT day insurance rates in towns and cities having the protection of waterworks and fire departments are arrived at from definite schedules which to a certain extent measure in dollars and cents, the fire hazard of any risk and its deficiences from standard. This system takes into account each feature of construction, and each feature of fire prevention; it puts every man's risk on a like basis and details can be handed to the property owner enabling him to examine for himself why the rate of his risk is higher than that of his neighbor. It encourages proper construction of buildings by recognizing good construction and by reductions in rates and in inducing owners to construct new buildings in accordance with correct methods, thus lessening the dangers of conflagrations in cities, since a single building properly constructed may prove the barrier which will enable the fire department to control a fire.

In computing a rate for any given risk the order of treatment in which the various considerations are arranged is as follows:

First, the key or basis rate. This is made according to the deficiences of the town or city as to waterworks, fire department, building laws, narrow streets, etc.

Second, construction of building, the thickness of walls, the quality of bricks and mortar, character of roofs and floors and especially of floor openings, area, height, skylights, heating, lighting are carefully charged for according to their relative importance, in determining which the various features are graded according to their tendency to contribute to the destruction of the building by fire and the charges for such features as open elevators, stairways, well-holes and skylights, bear about the same proportionate relation to the total rate that the features themselves bear to the integrity or strength of the structure.

Third, occupancy, charges under this head are based on the class of work done and materials used, the number of hands employed and the susceptibility to damage of property insured.

Fourth, exposure. Exposure charges are based on the rates of exposing risks and in computing same the charge varies with the intervening space, the nature of construction of the exposure, whether window openings are protected or not, wooden cornices, shingle roofs, and any other features that would allow a building to take fire from an adjoining or adjacent hazard.

In discussing this matter the writer has assumed that the majority of risks are of ordinary brick construction and the following is the standard of the Canadian Fire Underwriters' Association for buildings of this class.

ORDINARY BUILDING STANDARD.

A Standard Building is one having walls of brick or stone (brick preferred) not less than 12 inches thick (one and one-half bricks) at top story, 16 inches if stone, extending through, and 12 inches above roof in parapet, coped, on all sides, and increasing four inches (one half-brick), in thickness for each story below to the ground, or of an equivalent average thickness, the increased thickness to be utilized for beam ledges, or wall corbelled to provide same.

Iron or steel columns or beams if used must be properly protected by concrete, brick, terra cotta or wire lathing and concrete plaster.

Ground floor area not to exceed 2,500 square feet, say, 25 x 100.

Height not over three stories or forty feet.

Cornices to be of incombustible material.

Roof to be flat (mansard not permitted), covered with slate, metal, tile, or approved felt and gravel, without roof space, cock loft or attic (sawdust filling not permitted).

No vertical opening.

Elevators and stairways cut off by brick walls, or by concrete plaster on metallic studs and metallic lathing, continued from basement up through roof, communication at each floor protected with approved tin-covered doors or metal doors with wire glass if lighting necessary. Sills to be incombustible, skylight over elevator to be of thin glass with approved wire guard over.

All weights, cables and other elevator connections except motor to be enclosed in elevator shaft.

Skylights not permitted unless of wired glass set in metal frames. Floor lights to be not less than $\frac{3}{4}$ of an inch thick.

Windows and doors on front, sides, or rear of building when exposed, to be protected by approved tin-covered doors and shutters (shutters must be so arranged that they can be opened from outside), or wired glass in metal frame, or a water curtain. (Windows are exposed when within 100 feet of another building.)

Walls of flues to be not less than eight inches (one brick) in thickness, lined with fire brick, well burned clay or cast iron pipe; throat capacity not to be less than 96 square inches if steam boiler is used; all floor timbers to be trimmed at least four inches from outside of flue.

Heating by hot water or steam at low pressure.

Lighting by gas, with rigid fixtures.

Interior finish, open, or lath and plaster, or metal.

Wood or other combustible finish prohibited.

For slow burning, mill or other improved features of construction, see Standards for such.

The key rate is determined upon the municipal fire protection appliances provided.

In laying out a new printing office building it is necessary to follow as closely as possible this standard, and for buildings already constructed changes can be made that would reduce rates if the building does not comply very closely with standard.

Walls. It is seldom that walls are built in accordance with the requirements shown, but they should never be less than one and a half ($1\frac{1}{2}$) bricks thick in any part, and if a party wall between two buildings, it should be two bricks thick. Walls should always be carried up through roof at least one foot.

Wooden cornices. Dormer windows and verandahs should be avoided, also frame rears or extensions.

Interior finish. For a printing office there should be no finish to the walls except limewash and the open joists, limewashed, are preferable to lath and plaster ceilings a deduction being allowed for the

open finish. If a section of one floor is used for the business office it would probably be necessary to finish, in which case metal lath and studding should be used. A charge is made for wood finish, and this charge is doubled if wood is varnished. Wood partitions are charged for if over 8 feet high, but no charge is made if the upper portion is glazed.

Floors. If floors exceed 2 inches in thickness a deduction is made.

Floor openings. Where a building is constructed with open or unprotected floor openings for stairways, elevators, etc., the smoke from a fire will often fill the building from cellar to attic before the firemen arrive. The writer has seen several instances where the fire occuring in the cellar the smoke has vented out of the attic windows and the firemen have started to throw water in at the top of the building instead of the bottom. In the open building a fire once started will burn rapidly, while on the contrary with each floor cut off from the other it will be comparatively slow in spreading. The following recommendations apply to these openings.

Elevators and Stairways. If not in brick shaft with standard fire doors. (Alternatives a, b and c.)

a. To be enclosed in a substantial enclosure such as terra cotta, wire lath or expanded metal with iron studding and approved concrete plaster on both sides, with standard automatic fire doors on all openings.

b. To be enclosed in wood, two thicknesses of matched boards, or 2-inch plank matched or splined, with automatic doors of equal thickness, the enclosure to be as nearly air tight as possible, and without interior windows except of wire glass.

c. To have trap door at each floor opening, held open by fusible link in accordance with standard requirements, to be always closed at night.

Floor Openings or Well Holes. (Alternatives a and b.)

a. To be closed with floor lights, glass for same to be not less than $\frac{3}{4}$ inch thick.

b. To have trap doors held open by fusible link, to be always closed at night.

Belt Openings (in floors). To have curbing at least 3 inches high. Belt holes to be made as small as possible

Belt Boxes.—To be removed and suitable incombustible guards or screening substituted.

Dumb Waiters and Chutes. To be enclosed by sheet metal or by wire lath or expanded metal and plaster, with metal or tin covered doors at all openings, preferably doors to be self-closing.

Skylights. A charge is made for ordinary glass skylights, but if same are of wire glass in metal frame no charge is required. Ordinary skylights can be protected by wire screens supported on iron frames from 4 to 6 inches above the glass, mesh to be not greater than one inch, wire not less than no. 12. This will reduce the charge one-half.

Lighting. The standard system of lighting is gas. Where electric current is brought into a building for either light or power, a charge is made unless the wires are carried in approved metal conduits. Kerosene lighting is charged for, also wire tube systems for gasoline. Gasoline lamps are severely penalized and should be avoided.

Heating. Steam or hot water heating bears no charge, but hot air furnaces or stoves are charged for. If steam boiler is installed in a fire-proof room or adjoining with standard fire door, a deduction is allowed, also for borrowed heat, but there must be no other fire heat in building.

Power. If power of any kind is used for running machinery a charge is made, the minimum charge being for borrowed power, electric or water power. For boilers the following is recommended:

a. To be in a brick building either detached or with a standard cut-off from main building.

b. To be in a room of fireproof construction with standard cut-off.

Boiler Stack.—

a. To be of brick (double with air space if in main building) or if iron, to be outside or on a brick foundation extending through and 3 feet above the roof, such stack to be kept at least 12 inches away from any woodwork. Throat capacity to be not less than 96 square inches.

b. An iron stack inside building is unapproved. Wherever such conditions exist, the following safeguards should be adhered to: Where passing through roof or floor, iron stack to have 12 inches clear space with a properly constructed metal collar extending at least 12 inches above and below all woodwork, and stack to be properly protected by metal guards or netting so that combustible material cannot rest against the stack.

Uptakes from Boilers. To be not less than 3 feet from all timbers, joist or other woodwork unless uptake is completely covered with at least 4 inches of approved insulating material, in which case the distance may be reduced to 12 inches.

Steam Pipes. To be properly bushed where passing through woodwork, and to be properly supported and kept away from woodwork. No combustible material to be allowed to rest against steam pipes, and where necessary, pipes to be suitably protected. The overhead method of steam piping is preferred.

Roof. Slate, metal, felt and gravel, or composition roofs are accepted as first class and no charge is made, but shingles, shingles and mortar, or on asbestos are charged for. Roof spaces or attics should be avoided.

Occupancy. If possible building should contain one tenancy only as each mercantile or manufacturing tenant adds to the rate, but no extra is required for offices such as lawyers or dentists. A deduction is made when building is occupied partly for dwelling purposes.

Protection. The following recommendations are made by the underwriters:

Casks and Pails, Bucket Tanks or Chemical Extinguishers.—One cask of water mixed with salt and three round bottomed pails, or one approved fire bucket tank of not less than 30 gallons capacity with six pails enclosed therein, or one approved chemical extinguisher on each flat for each 2,500 square feet floor area, and where painting, japanning, varnishing, rendering, etc., is done, at least three pails of sand with scoops.

Chemical extinguishers to be acceptable must bear the metal approval label of the Underwriters' Laboratories.

Standpipe and Hose.—One standpipe (2 inch interior diameter) for each 5,000 square feet ground area, with hose ($1\frac{1}{2}$ inch cotton) and $\frac{1}{2}$-inch nozzle attached on each floor, so located that all parts of building may be reached with same. Water pressure to be not less than 25 pounds on the top floor. If not under protection of municipal waterworks, supply to be by automatic pump.

It is recommended that standpipes be placed (subject always to above conditions) as near as possible to stairways, fire escapes or other ready means of exit.

Watchman and Clock.—Watchman with clock and signal stations on each flat, to be maintained nights, Sundays, holidays and at all times when plant is not in operation. Rounds to be made not less than once an hour during night i.e., from 6 p.m. to 6 a.m., and every two hours during the day.

Waste Cans.—To be provided where oily waste is used for wiping machinery, in painting and finishing shops, and in other places where necessary. To be of heavy metal, rivetted, not soldered, with self closing covers, and standing on 3 inch legs. Cans should not be too large for a man to handle easily with one hand.

Exposures. Where openings exist in fire-walls between buildings they should be protected by fire-doors. The National Board standard for these doors can readily be obtained from an agent or directly from the underwriters. All fire doors are required to be kept closed when not in use, and to be provided with approved automatic self-closing devices, door frames and jambs must be removed and door placed directly on masonry. For outside exposures either fire shutters or wire glass windows may be used.

Shutters. To be in accordance with the National Board Standard. To be placed on all windows in fire walls or aginst exposures, as designated by the Underwriters having jurisdiction. Shutters to be closed and fastened whenever it is not necessary to keep them open. Shutters must be so arranged that they can be opened from outside.

Wired glass windows. To be of approved wired glass in National Board tandard metal frames. To be placed at all window openings in fire walls or against exposures, as designated by the Underwriters having jurisdiction. Window sashes to be provided with approved automatic self-closing devices.

Following is an approved form of wording for insurance covering a printing office building and contents and with slight variations to make the description correct can be used for any building:

$.....On the brick, first-class roofed building of three storeys and basement, occupied by the assured as a printing establishment (electric power), situate and being No..... on the .....side of .....Street, ... Ont., including plate and ornamental glass, heating and hoisting apparatus, stand pipe and hose, and all permanent upfittings and fixtures.

It is understood and agreed that this insurance does not cover foundations, excavations nor drains, nor is the cost thereof to be included in calculating the value of the building or buildings for the purposes of the co-insurance clause hereinafter recited.

On fixed and movable machinery and machines, including printing presses, electric motors and attachments, cutting, folding, ruling, sawing and paging machines, imposing stones, cases, racks, stands, cabinets, chases, metal quoins, and such other implements, tools and utensils as are used in a general bookbinding and printing establishment.

On Linotype machines, galleys, types, electros, stereos, cuts of all kinds (their own or held in trust).

On stock of paper, cardboard, millboard, strawboard, marble paper, inks, oils, work finished and in process, their own, held in trust, or on consignment, or sold but not removed, and such other stock and materials as are kept and used in a general bookbinder's and printer's establishment.

On office, store, printing office and bookbindery fixtures, fittings and furniture, including partitions, shelving, bookcases, trucks, desks, reference and office books, stationery, catalogues, typewriting machines, gas and electrical fixtures, private telephones, speaking tubes, fire alarm and heating apparatus and connections, inside and outside signs and awnings.

All while contained in above described building.

Permission to increase or decrease insurance without notice until required, but this permission shall not be construed as waiving the requirements of the co-insurance clause below set forth.

To make ordinary alterations and repairs for a period of not exceeding fifteen days at any one time, to work overtime, at nights and on Sundays, as occasion may require, to cease operations as and when the assured may deem necessary for a period not exceeding thirty days at any one time; to keep such materials and supplies as are necessary for the proper conduct of the business carried on, not, however, exceeding one gallon in all of benzine, gasoline, or naphtha; all without notice and without prejudice to this insurance.

Benzine Warranty.—Permission granted to the assured to keep and use benzine subject to the following warranty, viz.: That no greater quantity of benzine than one gallon shall be permitted at any one time in the premises insured, and such quantity shall be kept in and used from patent safety self-closing benzine cans, of capacity not exceeding one quart, said cans not to be filled on the premises.

80% Co-Insurance Clause.—It is a part of the consideration of this policy, and the basis upon which the rate of premium is fixed, that the insured shall maintain insurance concurrent in form with this policy, on each and every item of the property hereby insured, to the extent of at least EIGHTY PER CENT. of the actual cash value thereof, and that failing to do so, the insured shall be a co-insurer to the extent of an amount sufficient to make the aggregate insurance equal to EIGHTY PER CENT. of the actual cash value of each and every item of the property hereby insured, and in that capacity shall bear his, her, or their proportion of any loss that may occur.

In case of loss, the co-insurance clause shall not be held to apply where the total loss does neither exceed twenty-five hundred dollars nor 2% of the sum insured on the involved item or items of the schedule.

Lightning and Electrical Current Clause.—This policy also covers direct loss or damage by lightning to the property insured (meaning thereby the commonly accepted use of the term "lightning," and in no case to include loss or damage by cyclone, tornado or wind storm) whether fire ensues or not; but if dynamos, exciters, lamps, switches, motors or other electrical appliances or devices are insured, it is made a condition of this contract that any loss or damage to them such as may be caused by lightning or other electrical currents, artificial or natural, is expressly excluded, and that this company is liable only for such loss or damage to them as may occur from resultant fire or fire originating outside of the machines themselves. It is also understood and agreed and made a condition of this contract that if there is other insurance upon the property damaged, this company shall be liable only for such proportion of any direct loss or damage by lightning (except as above stated) as the amount hereby insured bears to the whole amount insured thereon, whether such other insurance is with a similar clause or not.

Attached to and forming part of Policy No..... .of the ..Company.

.....
for the Insuring Company

The warranties and clauses in connection with the above form are self explanatory for the most part with perhaps the exception of the 80 per cent. co-insurance clause. In consideration of this clause the insuring companies allow a reduction of 20 per cent. of the rate on building and 15 per cent. on contents and for this the assured agrees to secure and maintain during the currency of the policy, insurance amounting in all to not less than 80 per cent. of the actual value of the property insured. The fixing of values in advance, i.e., at the time of effecting the insurance, as a basis for the settlement of a loss is not sufficient. In the settlement of losses account is taken of changes in value increased or decreased cost of materials or labor, or depreciation through age or use. Nothing prevents the assured from insuring for more than 80 per cent. if he so desires.

This clause whether complied with or not has no effect whatever in the adjustment of a loss if the property is damaged to the extent of 80 per cent. or more of its sound value.

But this clause does affect the adjustment of a loss if the damage to the property be less than 80 per cent. and if the insurance be also less than 80 per cent. (with the exception as shown in the policy form).

In case of additional insurance, all wording must be exactly alike and for this reason a printed form is most desirable.

Construction and occupancy of building must be correctly stated. In case of the description of building it must be made clear whether the buildings themselves are insured or only the property contained in the buildings. The wording must give their construction, whether of brick or frame, etc., and how roofed and should state particularly how used, i.e., whether as printing office only or with whatever other occupants such as store or dwelling there may be. All this is information on which the insurance companies have to base their charges; any change material to the risk as for instance change in occupancy which increases the hazard will void the insurance unless notice of such change has been given to and accepted by the company.

There sometimes exists a misconception as to the amount of loss or damage collectible from the companies. It must be noted that the sum insured does not constitute a proof of value, although the property may have been inspected by the company and no objection raised at the time of inspection to the amount of insurance carried. Opinions as to the amount of loss or damage sustained will often materially differ particularly in the case of old buildings or used machinery. It is usual therefore when a fire occurs to have an appraisal, the assured appointing his, and the company their appraiser. If necessary, a third man may be appointed as umpire. The following rule has been laid down by an American authority which applies equally to Canada:

The insurance company is not liable beyond the actual cash value of the property at the time any loss or damage occurs, and the loss or damage shall be ascertained or estimated according to each actual cash value, with proper deductions for depreciation however caused, and shall in no event exceed what it would the cost the insured to repair or replace the same with material of like kind and quality, said ascertainment or estimate shall be made by the insured and the company or, if they differ, then by appraisers.

It will be noted from the foregoing that it would be a difficult matter for a tenant printer to make any serious improvements affecting his rate without the co-operation of the owner of the building.

Conservation of Light in Printing Office Construction

By H. M. Walker

Proprietor, The Walker Press, Enderby, B.C.

SOME months ago *Printer and Publisher* requested the writer to give a description of the printing office recently erected by The Walker Press at Enderby, B.C. A request was also made for photos setting forth the more important points. The description



NEW BUILDING OF THE WALKER PRESS

A neat little structure of pleasing appearance.

was easy, but the photos have occasioned considerable delay. The omnipotent small boy with a brick-bat entered somewhat into the case, also the plate glass front, and delays in getting the new glass in further postponed this article. By the way, it is not good policy to build a printing office with ten by seven lights until the small boy of the country town is educated up to it. Better work up to it by degrees. The big light offers too great a temptation.

Here are the features which I consider of real importance, and in which I have gone away from the established custom in the erection of the new office of the Walker Press. In my time as a printer, I have built three printing offices, to be used as such. All of them still stand and are so used up to the present time. The first involved the expenditure of possibly $1,500; the second (for a company), cost



THE TINTED SIDE WALL

This throws back a soft light.

$12,000 in building alone, and the last, the building we now occupy, cost say $2,500. In the erection of each of these buildings my first point was to get as much light into the work rooms as possible. But in none of them, until the last, did I think of conserving this light and making it easy on the optics of the men at work on the cases and in the various other departments.

In the office recently erected this object has been paramount, and, after giving it a try-out for a period of seven months, I feel I am justified in saying that there is nothing in connection with the printing art so important to the printer as well conserved light and subdued appointments, not from the point of comfort to the workmen alone, but as a money-saver—a money maker.

The office of the Walker Press has the appearance from without of an up-to-date art store. The



GENERAL VIEW OF THE WORK ROOM

Note how the light carries to the rear.

front of the workroom—and the editor's main living-room—faces north. It is entirely of plate glass. There are in addition three side windows, seven feet from the floor. The light from the side windows is thrown directly down upon the type cases, and, with the front lights added, it is impossible to cast a shadow anywhere in the workroom. All direct light-rays are taken off the eyes of the workers, as the workmen stand with their backs to the side wall lights.

The walls of the interior are concrete, rough-finished, and tinted from the floor to the ceiling. The base is a deep maroon, shading into a dense green five feet up. This dense green shades off to the ceiling until there it is a light greenish-white. The ceiling is pannelled in greenish-oak stained natural coast fir.

Persons not understanding the object of this seemingly artistic finish, have criticised it as extravagant for a printing office. But they do not know—do not realise—the penalties the average printer pays in not caring for nor looking to the easing of his work upon the eye. The writer has spent nearly thirty years in a printing office. He has worked on

and off the case in every department from the h e l l - b o x and roller moulds to the sanctum sanctorum. He has seen lavish white-light composing and stock-rooms, and has strained his eyes in the dark, dank basements where the sunlight never dwells or gets a look-in. He knows whereof he speaks when it is said that the greatest losses in the productive possibilities of most printing offices—city as well as country—are caused by poorly-lighted or over-lighted work rooms.



LIGHT FROM ABOVE
Corner where hand setting is done under proper lighting conditions.

The antiquated idea that any kind of a building is good enough for the printer should never be permitted to enter the mind of the man to-day who contemplates the erection of an office. Printers, it is true, have themselves much to blame for this idea having lived so long. As a rule, the country printing office, and the work rooms of the majority of city printing plants, are anything but pleasant to work in, let alone *live* in, as is usually the case with the country printer. It has been said that we make our own environment. Truly, the country printer has made his. He has taken pride in the fact that the printers' towel is never washed until it is strong enough to glide off the roller and walk to the laundry. And too many of us have permitted the thought to live that the country printing office is not worthy the name until its walls and floors are ink-bedaubed and bereft of sunlight and beauty. This, it is true, is to be said of the printer of the old school—the guesstronometer. It can hardly be said of the printer who has figured his productive capacity out on a scientific basis. And yet, even the shrewdest of these have not taken into account the conservation of light in the work rooms, and the elevation of his work-room surroundings.

The modern printer is an artist. Upon him depends largely the character of the business community in which he lives, for is he not the individual responsible for the good or bad character of the business stationery of the community? The average business man depends upon the printer to give him stationery that has style and finish. The business man is judged by the quality of stationery used by him. The up-to-the-minute business man knows this. Therefore he wants the best. And it has been my experience that the average business man is prepared to pay the difference in the cost for good work. The trouble with most printers who have to complain about 'local' work being sent to the cheap shops in the large cities, lies in the fact that the local man puts out poor, cheap stuff, therefore, if it is only a matter of cheapness, the business man argues that he is justified in getting his work where he can get it cheapest. But, let the local printer put out a quality superior to that to be obtained from the cheap office, and nine times out of ten, he will get the work.



THE STOCK SHELVES
Everything is open and convenient.

No printer can or will produce as good work in a dark, dirty office as he could or would produce in an office in which the surroundings were ever appealing to the highest and best in his makeup. Therefore, my argument is, that, as a purely business proposition if nothing more, it is to the interest of the country printer to make his office such as would compel or impel him ever to be at his best, in his work and out of it. The office that is almost "too nice to work in" has its mission.

Enderby is a town of possibly 1,200. The business is not large, but steady and profitable. Our main work room is 26 x 36. The editorial desk, business desk, stock room and composing room are all in one. The stock shelves are 5½ feet high, 12 feet in length, and are made in compartments 6, 12, and 18 inches apart, and wide enough to take all stock flat. There are 100 of these compartments. The lowest is 6 inches from the floor. We allow nothing to rest upon the floor or against the wall, so dirt and dust cannot accumulate either under, behind, or on top of anything in the office. We keep our floors oiled and they are swept daily without any dust, and without dirtying up the edges of stock with sprinkling can or broom. We open all paper as soon as it arrives and place it loose in the various stock-shelf compartments, and can get a sheet of paper from any stock at a moment's notice and without having to lift one ream off another.

The green-tinted walls give a subdued light, which is not only easy on the eyes of the workers, but is also easy on the various colors and tints in the paper stock. The wall facing the men at work and the stock shelves is cement, with no window light, thus avoiding any damage from the sun's direct rays.

Our monoline and press room is in the rear of the main office, with a double wall between, and is entered by a swing door, permitting stock and forms to be carried in and out without a hand free to open and close the door. This has many advantages that any printer can readily see without having them pointed out.

In this article I have given you only the salient points. It is needless to talk of placing of presses and material. The conservation of light, the handling or conserving of stock, and the benefits from high-class appointments are my main thoughts to impress.

The Cost of Machine Composition*

By John J. Miller

President Ben Franklin Club, Chicago

THE last two years have been years of great progress in the science of cost-finding as applied to the cost of machine composition. Prior to that time little or no authentic information was available as to the true cost of the product of linotype and monotype machines and typesetting machine owners all over the country sold their product at so much a thousand ems with slight regard to the condition of the copy or the size of the job.

The Machine Composition Club, of Chicago, did some pioneer work in this field of great benefit to the trade as a whole. Rules were drawn up and printed to decide once for all what should be considered single price, price and one-half, and double price matter in the city of Chicago. A charge of $1 was fixed as the minimum for all jobs of machine composition, including any jobs of author's corrections on a job set previously. In the late fall of 1910 a committee was appointed by the club, and through the efforts of this committee the standard uniform cost-finding system was adapted to the requirements of machine composition owners. Following the adoption of this system by the club several owners of machine composition plants in Chicago installed this system and, as a result, an accurate knowledge has been gained in this city of the true cost of composition.

In machine composition a high hour cost does not mean necessarily lack of efficiency, but may mean quite the reverse. Shops operating on a piece basis show a higher cost per hour, but the product of the machines per hour is proportionately greater. The greatest efficiency does not mean the lowest hour-cost necessarily; it means the lowest cost per unit of perfect product.

At this point it may be of interest to compare the cost per linotype machine hour in six of the big producing centres of the country. The average hour costs in these cities for 1911, taken from actual records compiled and averaged by secretaries and cost committees, were as follows:

Chicago	$1.63
New York	1.86
Boston	1.54
Philadelphia	1.48
St. Louis	1.57
Cleveland	1.49

The average cost in these six cities is $1.60 per hour.

The contention is often made that a small plant operating under low wage and low rent conditions can produce more cheaply than a large plant paying high wages and high rental. The advocates of this contention fail to bear in mind the fact that the small country plant is usually operated on a much lower scale of efficiency. Not only is the product per productive hour lower, but the number of hours out of the twenty-four that the machines are running is usually less also. A big linotype machine owner may have too much work for eighteen machines and yet his nineteenth machine is idle half the time. As a result he has 3 per cent. surplus equipment. The small machine owner, with too much work for one machine, but with his second machine idle half the time, has 33 per cent. surplus equipment. Moreover, the big machine owner can usually plan ahead to better advantage, and thereby keep his machines running pretty close to their normal capacity the year round, while many a small owner is flooded

*An address delivered before the first Michigan Cost Congress.

with work one week and dead as a graveyard the week following.

The factors above enumerated go far to offset the apparent advantage enjoyed by the small machine owner operating under a lower wage scale, lower rental, etc. Actual results secured from eleven of the smaller cities of the country show that the cost per linotype hour in these cities—to say nothing of the cost per thousand ems—is practically as high as in the larger cities. The average costs reported for the year 1911 are as follows:

Atlanta	$1.54
Columbus	1.68
Detroit	1.58
Evansville	1.50
Los Angeles	1.65
Memphis	1.60
Milwaukee	1.57
Minneapolis	1.54
Portland	1.65
St. Paul	1.52
Sioux Falls	1.68

The average cost for this group of eleven smaller cities is over $1.59 per linotype hour, or within a fraction of a cent of the average cost per linotype hour in the six large cities previously considered.

It is extremely difficult to obtain accurate and reliable data as to the cost per thousand ems of linotype composition owing to the many different kinds of composition and the widely varying conditions under which it is produced. We have composition ranging from six-point straight matter to the most difficult eleven-point tabular work. We have offices doing mainly jobs of five or six thousand ems for the trade and other offices that handle practically nothing but publication and book work. We have manuscript copy that is almost illegible and we have reprint matter. It is probable that an accurate analysis of the costs per thousand ems in these various shops would disclose the fact that the average cost varies from about 33 cents per thousand for six and eight-point publication and book matter to 50 cents per thousand for intricate eleven-point tabular work measured double or $1 per thousand measured single. The cost per thousand ems, however, for these shops must be ascertained in each individual shop according to ems produced per productive hour in that shop. This amount will vary according to the nature of the composition and the size of the jobs that constitute its product.

A Chicago linotype owner who has recently installed a cost system reports his average cost for two months as $1.62 per hour and 34¼ cents per thousand ems. Records of several other Chicago shops operating cost systems seem to indicate that the average cost per thousand ems, in shops producing mostly five to eight-point jobs of fifty to one hundred thousand ems or over, is approximately 35 cents per thousand ems.

Little dependable data is as yet obtainable as to the cost of monotype composition. Safe hour cost figures for this composition are $1.50 per keyboard hour and $1.50 per caster hour. As many plants, however, operate monotype machines in order to secure job sorts conveniently and at a lower cost than job type, without attempting to keep these machines busy constantly, the costs per hour in different plants will be found to vary considerably, according to the different conditions under which they operate. All small jobs and jobs of very intricate tabular matter with box headings, etc., can best be sold on a basis of cost plus a fair margin of profit. On good sized jobs, where the matter is not too intricate, the selling price per thousand ems varies from 80 cents to $1.10 per thousand ems, depending largely on conditions of copy and character of composition.

The proper method of handling the metal problem deserves most careful consideration from every owner of typesetting machines, for it is here that one of the most damaging leaks incident to the business frequently occurs. Where no accurate bookkeeping record is kept a considerable amount of metal is lost annually through not being returned. The only way to overcome this difficulty effectively is to bill the customer for the metal on the job at the same time he is billed for the composition, and then when the metal comes back his account can be properly credited.

But under the most careful system a certain amount is bound to be lost annually because it is never returned. Moreover, metal depreciates considerably every time it is melted. Recent investigation along this line in Cleveland, Ohio, has disclosed the fact that every time metal is melted 3 per cent. is dissipated in evaporation alone, 1½ per cent. in the furnace, and another 1½ per cent. in the melting pot on the machine, or a total of 6 per cent. It can readily be seen how the machine owner who melts his metal over and over again must of necessity in a year's time lose a considerable amount in depreciation.

To cover the loss due to the loss of metal to customers and to this depreciation the Machine Composition Club, of Chicago, has fixed a charge for machine metal waste of 24 per cent. per annum on the inventory value of the metal on hand.

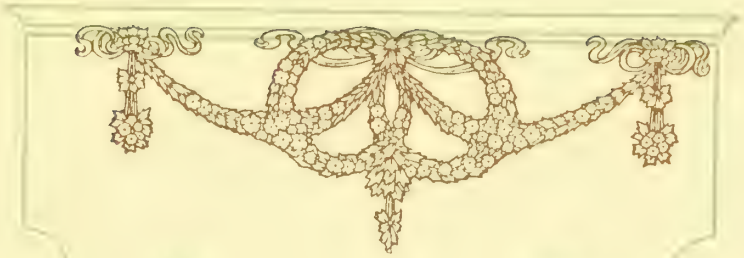
The foregoing discussion indicates clearly that every machine owner—to be prosperous—must have an accurate and effective system of bookkeeping and cost-finding. Through his bookkeeping he must prevent, so far as it is possible, the loss of metal to customers. Through his cost-system he must know, not only his average costs of production per hour and per thousand ems, but the actual costs of producing each individual job, according to the time it required to set it. Estimates of the cost of a job of machine composition are often easy, but the actual record shown by the job ticket of the hours spent on the job is the only record that can prove conclusively to the owner whether or not he is actually selling this job at a profit. Operating on this basis and on this basis alone can he hope to secure the proper return on his investment and a reward commensurate with his efforts.

IN each of us dwells the desire to create unusual and novel designs, and we strive assiduously to give to our work the touch of distinctiveness that will raise it above mediocrity. But this insatiable desire will invariably produce poor and unprofitable results unless restraint, good taste and discrimination are the controlling elements in the production of our work, and unless we can readily perceive the point beyond which novelty becomes futile freakishness.

PRINTING

THE science of all sciences, the art of all arts. It has opened the fair land of opportunity to the untold millions and destroyed the cruel monopoly of the few. Since its discovery and practical application, mankind has experienced more blessings, greater enlightenment, larger happiness, truer liberty, than had come to it with the blind gropings and voiceless aspirations of the countless centuries preceding.

—Washington Post



Give us the man who loves his work. His is the spirit that conquers obstacles, that subdues opposition, that opens new fields to the hand of man. He is the forerunner of Achievement. He uses the small task as a means to fit himself for the larger deed. He accepts the larger deed as a token of the greater opportunity. He is ever unsatisfied. His is the healthy unrest in whose wake cometh growth. He is a Hewer of Progress—an Apostle of Accomplishment. He is one to be cherished by the world. Give us the man who loves his work !

Quality in Stationery

YOU realize the favorable impression created by the letterhead that, because of its beauty, dignity, and richness, stands alone in the mass of your morning's mail. Naturally you desire *your* business correspondence to have an equally pleasing effect upon *your* customers. The many advantages of striking, distinctive letterheads are generally realized. But in spite of a keen appreciation of these facts, the problem of securing really effective letterheads, without unwarranted

Quality in Stationery



The Peerless Press
Toronto, Ont.

Quality in Stationery

extravagance, is a real problem. To solve it for business men, we experimented in our mill for years, with a view of producing a bond paper with all the qualifications of the most expensive bonds—of similar character, similarly loft-dried, cockle-surface, etc., that to any but an expert paper maker would bear all the ear marks of these needlessly expensive bonds—but that would *cost you less than half* their price. We have succeeded in our efforts and offer you one of the best lines

MENU *of the* PARIS CAFE

OX TAIL

BAKED WHITEFISH
MAITRE D'HOTEL

ROAST SPRING LAMB
MINT SAUCE

PRIME ROAST RIBS *of* BEEF
BROWN GRAVY

APPLE PIE RICE CUSTARD
STRAWBERRY SHORTCAKE

TEA COFFEE
MILK

DINNER 50c.

FORD MOTOR CARS

for 1912

IT is an undisputed fact that speaking tubes are unsanitary relics of the past. In going over some of the more modern Apartment Houses of the cities, one is struck with many handsome and serviceable conveniences which have been installed to add to the comfort of the tenants. The lighting and plumbing fixtures are of the latest design, pneumatic dumb waiters and electric elevators

page two

The VALUE *of the*
INTER-PHONE

THE DOMINION ELECTRIC CO., LIMITED, TORONTO, ONT.

are common, and in the majority of cases it will be noted in the vestibules at the various entrances, that the speaking tube has given place to the telephone as the most up-to-date method of intercommunication. In designing those Apartment Houses which are equipped with Dominion Electric Inter-Phones the Architects realized at least three important facts: 1. That speaking-tubes are obsolete

page three

PROSPECTUS
of the
TORONTO
CONSERVATORY
of MUSIC



SEASON
1912-13

FIFTH ANNUAL
EXHIBITION OF
THE DOMINION
ARTS & CRAFTS
SOCIETY

TO BE HELD AT THE GALLERIES
AUGUST 12 TO 17, 1912

PRINTER AND PUBLISHER

A few circulars sent forth from this modern printing office, merely made known its aim and purpose. It was too early then to speak of its accomplishments and cite reasons why you should grant it favor or patronage. The sturdy ideal for which it stands has met success from the very outset and we have had three years as one busy season. In this time we have executed our work in such a manner that we feel proud of it, and contained in our books samples which will be sent upon request, are many interesting specimens of good printing. The object of this effort is to establish closer relationship with all our friends and patrons here.

THE MODEL PRESS

Main Street Dauphin, Man.

REVIEW *of* SPECIMENS

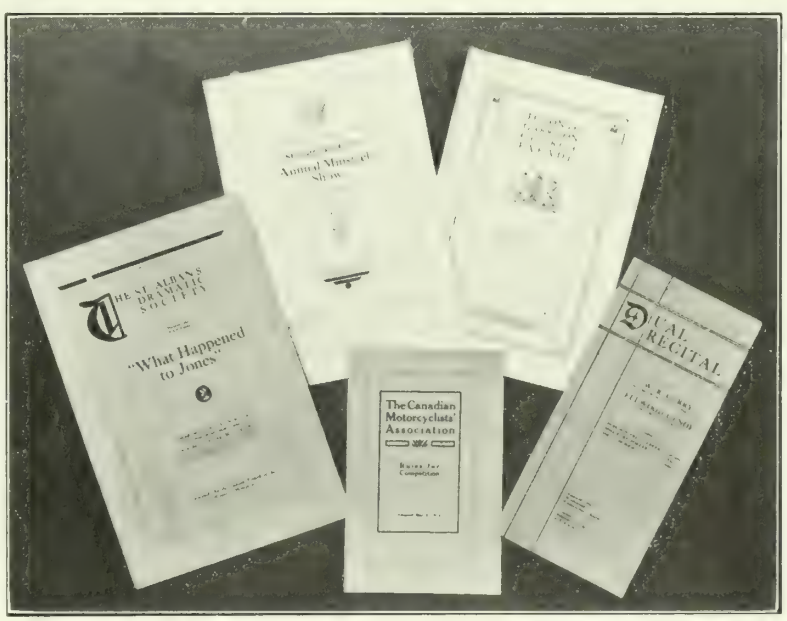
IN reviewing the specimens submitted to this department month by month, it is encouraging indeed to note the increasing number of typographers who are evidently paying considerable attention to the artistic side of typography.

A piece of printing is enhanced and of greater value if interesting and attractive in design. Although the utilitarian side of typography is the more important one and should receive greater consideration, the typographer who adheres too devotedly to its principles and requirements will undoubtedly produce weak, commonplace and uninteresting work.

Therefore, the ideas and principles of the artistic side of typography are worthy of cultivation. To incorporate them in our work is to add much to its value. The eye is pleased with a touch of decoration, and attracted by the novel and unusual design. However, it is well to know the degree to which we may use its principles and ideas and beyond which they lose their value and become a source of evil.

It is a noteworthy fact that the best specimens reviewed in this department this month are those whose motives combine the artistic and utilitarian to the proper degree.

J. W. Short, (with W. S. Johnston & Co., Limited), Toronto, Ont.—Consistent originality is a feature of many of your specimens. The unusual designs, judicious selection of type, novel use of appropriate decorative material, and harmonious color combinations, probably have only been secured by your persistent endeavor to bring your work out of the commonplace, and to find and follow your own direction rather than a convenient convention that others have established. The Order of Service of the Toronto Garrison Parade has been tastefully treated throughout. The cover is especially pleasing and appropriately dignified in treatment, while tone harmony and balance have been admirably preserved. The cover of the Canadian Motorcyclists' Association is strong and forceful, and the Dual Recital programme is novel and neat both inside and out. It is printed in brown on grey antique stock. The programme of St. Patrick's Club has been very well treated, while the cover of St. Alban's Dramatic Society is quite uncommonly arranged. It is printed in black on buff coated stock, with the large initial in orange-red. The two wall cards have both been well treated, but the better one of the two is probably that entitled "Smile." The card is printed in red, green and brown, and is hung by a red silk cord. The tint block adds greatly to the pleasing appearance of the design, having the effect of emphasizing the white portion of the card.

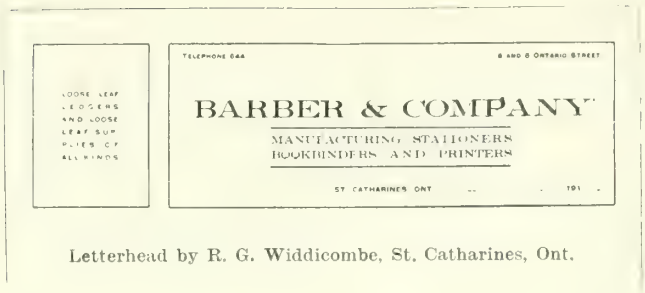


A FEW COVERS BY J. W. SHORT, TORONTO, ONT.

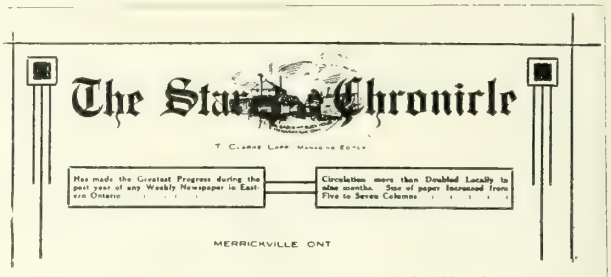
D. Williams, Collingwood, Ont.—The Menu programme has been tastefully treated in almost every respect except that of the type matter on the cover. The novel fold of the cover paper and the delicate combination of light buff stock, gold monogram and pale blue bow, offer exceptional opportunities for a distinctive cover page, which might have been secured had the type matter been set considerably smaller, one series of type used, and printed in a subdued tint. The inside pages are admirably arranged and the position of the wire stitching is novel and unusual. The combination of stocks also is good.

R. G. Widdicombe, St. Catharines, Ont.—Your samples of printing are neatly arranged; the best specimen probably being the letterhead, which is here reproduced. However, it may be slightly improved by removing the panels and the one-point rule below "Barber & Company," running the matter in the smaller in one line beneath the rule that follows "Bookbinders and Printers," and moving all matter to the centre of the paper.

The Virden, Man., *Empire-Advance.*—From the standpoint of efficiency and artistic treatment the Prize List of the Agricultural Society can hardly be called good. While the cover has been fairly well arranged and printed, the inside pages—and especially the title and some of the advertisements—are poor and weak in arrangement. Although the copy of many of the advertisements was



Letterhead by R. G. Widdicombe, St. Catharines, Ont.



Letterhead by Joel J. Knight, Merrickville, Ont.

not conducive to very effective arrangements, the main reason of the poor results seems to be in the display and grouping of the matter. Better results would have been secured if only one or two important lines had been displayed instead of nearly every other line in the advertisement. The window card has been treated much better, the important points standing out strongly and being readable at some distance. The color combination of this card is also good.

Joel J. Knight (with the *Star-Chronicle* Press), Merrickville, Ont. —Typographically, your letterhead specimens are fairly well arranged. The one printed in purple would be greatly improved if much of the decoration was eliminated and more emphasis given to the type. The other letterhead, which is here reproduced, is the better of the two, as the type matter is not lost in a maize of rulework. However, it also could be improved if the type matter were printed in the dark ink, and the rulework in the lighter ink. Another improvement would be to place the rule that runs around the paper considerably closer to the edge.

Thomas Wade, Cowansville, Ont. —A better effect would have been secured on the cover of your programme folder, by leaving out the periods so as to give a little margin to the type matter, and setting in the centre and in two lines instead of four, the words "Cowansville and Dunham" and "Woman's Institute." The imprint across the back would have looked better if placed three picas above its present position. A re-setting of the three principle pages of the folder will appear in the October *Printer and Publisher*.

Ransom Engraving Co., Limited, Winnipeg, Man.—The cover of the booklet "The Art of Photo Engraving," is a very attractive piece of work. Printed in grey and light buff tint, it produces a very striking and artistic effect, which is lost to some extent in the reproduction herewith. The inside pages, however, do not present as good an appearance as the cover. The stock used and the presswork are excellent, but the appearance of the pages would have been improved had the margins at the bottom been increased a little so as to be in proper proportion with the side and top margins.



Artistic Cover Page from Ransom Engraving Co., Limited, Winnipeg, Man.

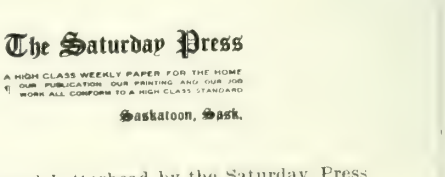
Walter C. Stringer, (with the Mitchell, (Ont.) *Recorder*. — Although the copy of some of your specimens did not offer exceptional opportunities for the attainment of brilliant results, a little better grouping and separating of the matter would have improved two or three of the specimens. A suggestion for the rearrangement of the Piano Recital Programme will be offered in the October *Printer and Publisher*.

The Saturday Press Publishing Co., Limited, Saskatoon, Sask.—Your Mr. Dunn is to be congratulated on the good effect he has secured with the business card submitted. The arrangement is neat and well balanced. The card is here reproduced.

Aldrich & Johnston, Tillsonburg, Ont.—The booklet of the Tillsonburg High School has been well handled both in composition and presswork. The title page is an especially pleasing piece of typography, due consideration having been given to tone harmony and balance; and the editor of this department regrets that this specimen was received too late in the month for the reproduction of this title page. The cover of this booklet is printed in blue on heavy brown stock. The inside pages and the halftone engravings are printed in brown on buff coated stock. The only suggestion that could be offered for the improvement of this booklet is to run throughout the inside pages an appropriate form of decoration, such as a border or head and foot rules.



Business Card by the Saturday Press Publishing Co., Limited, Saskatoon, Sask.



Neatly arranged Letterhead by the Saturday Press Publishing Co., Limited, Saskatoon, Sask.

Good Programme for U.T.A. Convention and Cost Congress in Chicago

DURING the first week of September, Chicago will be the Mecca of printers from every section of United States and from several Canadian cities. The 26th Annual Convention of the United Typothetae of America will be held in the Windy City on September 3 and 4. Immediately on the adjournment of this gathering the 4th International Cost Congress will convene and continue in session until the evening of September 6. The programmes prepared for the two meetings are as follows:—

U. T. A. CONVENTION.

MONDAY, SEPTEMBER 2.

2.00 p.m.—Meeting of Executive Committee.
8.00 p.m.—Informal reception to visiting printers.

TUESDAY, SEPTEMBER 3.

9.30 a.m.—Opening of the Convention.
Invocation and greetings by Rev. Frank Smith.
Address of welcome by A. E. Southworth, President Chicago Typothetae.
Response by J. Stearns Cushing, President U.T.A.
Appointment of committees; presentation of banners.
2.00 p.m.—The Father of the Man, Henry P. Porter, Boston.
The Results a Cost System Should Bring, F. I. Ellick, Omaha.
Discussion led by F. J. Scott, Minneapolis.
Organization Work in the South, R. P. Purse, Chattanooga, Tenn.
Development of the Organization on the Pacific Coast, I. H. Rice, Los Angeles, Cal.

WEDNESDAY, SEPTEMBER 4.

9.30 a.m.—Executive Session.
11.00 a.m.—Reports of Committees.
2.00 p.m.—Preserving Property by Using It, Alfred J. Ferris, Philadelphia.
Sick and Accident Insurance, Ed. L. Stone, Roanoke, Va.
The Importance of Job Printing to Other Lines of Business, C. S. Pike, Jacksonville, Fla.
High Class Printing in the Small Shop, Harry S. Stuff, Seattle, Wash.
Selection of Place of Meeting.
Election of Officers.

FOURTH INTERNATIONAL COST CONGRESS.

THURSDAY, SEPTEMBER 5.

9.30 a.m. Report of the Chairman of the Cost Commission.
What Constitutes the Standard Cost Finding System and Distribution of Overhead Burden, H. W. J. Meyer, Milwaukee.
To be followed by general discussion.
2.00 p.m.—Trade Customs, Jos. A. Borden, Spokane.
Machine Composition Costs, W. J. Hartman, Chicago.
What Constitutes Office Corrections: Are They Chargeable or Non-Chargeable, C. P. Byrd, Atlanta.
Resolutions presented by Cost Commission
Followed by discussion.

FRIDAY, SEPTEMBER 6.

10.00 a.m.—Press Room Efficiency, B. F. Corday, Cleveland.
Composing Room Efficiency, A. E. Southworth, Chicago.
Bindery Efficiency, James A. Bell, Elkhart.
Selling Department Efficiency.

Pleasure will be combined with the business of both meetings. The programme of entertainment includes a $7-a-plate banquet at the Sherman Hotel, a theatre party, a visit to the Art Institute of Chicago, and an excursion on Lake Michigan. In connection with all these and other functions the Chicago Typothetae will be host to the visiting printers who will not be asked to pay even the customary registration fee.

The attendance of Canadian printers at this meeting will be smaller than usual, because of the Cost Congress in Calgary on September 5 and 6 and the fact that the Montreal printers are busy arranging for the Second Canadian Printers' Cost Convention. Winnipeg will send a splendid delegation consisting of John Stovel, O. H. Pollard, J. B. McCracken, J. L. Hichcock, H. J. Hardie, George Wilson, B. Quinn and Charles Lee. The Vancouver Printers' Board of Trade will be represented by its president, A. G. Bagley. Toronto will be represented by A. L. Lewis and John M. Imrie.

U.T.A. Organizer Working in West

R. S. VAN PELT, one of the cost experts and organizers employed by the United Typothetae of America is conducting a series of district cost conferences throughout Western Canada. He spoke to the printers of Calgary on Tuesday, August 20 and between that date and the opening of the Cost Congress at Calgary on September 5 he will address gatherings at Edmonton, Saskatoon, Regina, Winnipeg and Port Arthur and Fort William. He will be one of the principal speakers at the Calgary Cost Congress and after it will continue organization work throughout the West. He hopes to organize local Typothetae in every city in Western Canada before the close of September.

Strong Speakers Secured for Cost Congress at Calgary

DESPITE the counter-attraction of the U. T. A. Convention and Cost Congress in Chicago, the committee in charge of the Alberta and British Columbia Cost Congress to be held at Calgary on September 5 and 6 have secured as speakers several recognized authorities on matters pertaining to cost of production. R. A. Bindon, secretary of the Vancouver Typothetae, will speak on "Organization and Modern Methods." Chester B. Ames, secretary of the Graphic Arts Board of Trade of Toronto will give an address on "Cost Finding and common Sense." An illustrated exposition of the Standard Uniform Cost Finding System will be given by R. S. Van Pelt, representative of the United Typothetæ of America in connection with an address on "Cost Finding and Organization." There will be at least one other speaker of national reputation.

Much of the time at the disposal of the Congress will be taken up in discussions on the questions opened by the various speakers and other matters of vital interest to printers. The afternoon and evening of the first day will be devoted to sight seeing and entertainment and there will be a banquet on the evening of the second day. Among those who will speak at the banquet are M. R. Jennings, Edmonton *Journal;* J. E. Pember, Macleod *Advertiser;* W. G. Foster, Nelson *News;* R. S. Whaley, Calgary; D. H. Elton, Lethbridge; Charles H. Pohle, Calgary; and W. R. Davis, Calgary.

The Master Printers' Association of Calgary is working hard to secure a good attendance of Alberta and British Columbia printers and publishers and there is reason to believe their efforts will be crowned with success. L. J. Hicks is chairman of the Cost Congress Committee and the other members are: H. R. Smith (*Secretary*), M. M. Barr, Ben Huckell, E. Downing, A. J. Davis, and J. W. Young.

Ottawa Printers Run Foul of Lottery Act

FOTHERINGHAM AND POPHAM, of Ottawa, had an experience recently that should serve as a warning to other printers in the matter of printing tickets for lotteries. They were asked to print some tickets reading as follows: "To be drawn for, a gold watch, on Wednesday, July 10, at the home of Albert Jarvis, 88 Forward Avenue. Tickets 25 cents." Shortly afterwards they were summoned to the Police Court where they were fined $100 for breaking the law regarding lotteries.

While pleading guilty to the charge Fotheringham & Popham explained that the work was done in entire ignorance of the fact that it was a contravention of the law, as similar work had frequently been done for church and charitable bazaars without resultant trouble. However, the Magistrate pointed out that the printing of this ticket constituted a serious offence punishable by a fine not exceeding $2,000, or a sentence of 2 years in jail. In view of the fact that the work had been done without knowledge of its law-breaking character a fine of $100 only was imposed.

Winnipeg Printers Prepare Customers for Advance in Prices

THE recent advance in the wage scale of Winnipeg printers combined with the withdrawal by the paper houses of all existing price-lists has led one Winnipeg master-printer to send to all his customers the following notice:

> **To Our Customers:**
>
> Within the past few months a heavy increase in the cost of production has transpired in the paper-making trade which has resulted in the withdrawal of existing price lists. Added to this action of the paper mills is a further advance in the printers' wage scale in Winnipeg, being the second increase within the past two years. A further rise goes into effect in another year. These advances in material and labor have so increased the cost of production that no stability is guaranteed present rates. Just what changes will be made it is impossible at present to say, but that an advance will be necessary there is no doubt.

The Winnipeg Printers' Board of Trade sent copies of this notice to all Winnipeg master-printers with a suggestion that they send similar notices to their respective customers. Many have taken up the suggestion and thus the way for a necessary advance in prices of printing is partially prepared.

WHAT THE JOB PRINTERS ARE DOING.

E. C. Cooke has established a job office in Montreal.

Bradstreets reports the assignment of A. Bureau and Frere, printers, Ottawa.

Ronald K. Bryden has succeeded the Embossing and Art Printing Co., of Toronto. He will continue the use of the old name.

Mr. Smith will shortly launch a daily newspaper advertising campaign in the interests of the job department.

The MacBride Press, Limited, has been incorporated with a capital stock of $40,000 to acquire and conduct the printing business of the MacBride Press, Brantford, Ontario.

J. J. McCulloch has sold to W. G. Pichell, formerly publisher of the Minto **Pachet,** the job printing business that he has conducted in Portage la Prairie, Man., for the past 15 years.

H. L. Rous, president and manager of Rous & Mann, Limited, sailed early in August for Europe, where he will spend about two months.

The Telegram Job Printers are adding an extension to their building to meet the natural increase in their business. It will soon be ready for occupancy.

The Winnipeg Printers' Social Club held two picnics during the summer—one at Hyland Beach on July 16, and the other at the new Kildonan Park on August 24.

Rous & Mann, Limited, Toronto, have created the position of art director and secured for it A. H. Robson, formerly manager of the art department of Grip, Limited.

W. G. Davis, who for 35 years has been engaged in the envelope making and wholesale stationery trade with W. R. Henderson, under the firm name, Davis & Henderson, Toronto, died on August 21st.

Some Intercolonial Railway passes that were stolen from the pressroom of the Moncton (N.B.) Transcript job department and were afterward used, are the subject of an enquiry that is being conducted at Moncton by the Department of Railways and Canals.

Adam F. Smith, for seven years in the advertising department of the Office Specialty Manufacturing Co., Limited, Toronto, has been appointed sales manager and chief of the promotion department of the Acton Publishing Co., Limited, Toronto.

A new job office is to be opened by Brown & McKinley at 301 Welton block, Vancouver. Mr. Brown was at one time manager of the printing department of Thomson Stationery Company, and latterly has been with the Fruit Magazine, while Mr. McKinley has been outside man for the Fruit Magazine.

Annual picnics of the different printing and allied trades of Winnipeg are growing in favor, and most of the larger establishments have given a day to their employees for that purpose. Henderson Bros. picnic was held on June 29, Stovel Co's. on August 3, Free Press Job Department on July 27, and Ransom Engraving Co. on Aug. 24.

Brigden's, Limited, Toronto, are now moving into their new building on Richmond Street West, near York Street, which is said to be one of the best laid out and constructed engraving and printing buildings on the continent. It consists of five floors and a basement, and contains over 30,000 square feet. All but one floor will be used by Brigden's, Limited, and this floor has been leased for one year only.

E. B. Morrey, manager of the Union Publishing Co., Ltd., Ingersoll, Ont., has organized a stock company known as the Morrey Printing and Publishing Co., Limited. This company has purchased the plant and business of the Union Publishing Co., Limited, and will remove it to Walkerville. A number of additions have been made to the plant and the new company will go in for book and catalogue as well as directory work.

The Graphic Arts Building that is being erected at the corner of Sheppard and Richmond Streets, Toronto, for the joint use of Grip, Limited, and Consolidated Press, Limited, will be completed about October 15. Consolidated Press, Limited, which is owned by H. Gagnier, and now publishes seven trade papers in addition to the operation of a job plant will then go out more aggressively after job work than in the past. There is a probability that the daily newspapers of Toronto will be used in a campaign to advertise the job department.

Nearly two hundred people took part in the annual outing of the Vancouver Printers' Board of Trade which was held at Bowen Island on July 27th. These included the printers themselves with their wives, families and friends. The day was ideal, and arrangements had been so perfected that everything passed off serenely. A baseball match between the lightweights and the heavyweights caused much merriment, and resulted in victory for the former. The printers won in a tug-of-war with the supply men.

Winnipeg Printers' Board of Trade will resume this month the weekly luncheons that were discontinued for July and August. There is still quite a demand for the Price Book of Printing, issued by the Winnipeg Printers' Board of Trade, and calls are coming in from country printers all over the West. There is a growing tendency among the printers of Winnipeg to make use of the Credit Bureau maintained by the Board, and there are at present quite a few names on the "wrong font" list. This information is always available for all members, and will save them lots of worry over hard-to-collect accounts if they make use of it, and report all the "bad ones" to the manager.

After prolonged negotiations, the master printers of Vancouver and their compositors have reached an agreement. The new scale for compositors, stonemen and proofreaders is $27.50 a week. Men employed on night shifts will receive 50 cents a night in addition to scale for day work. The number of apprentices to be employed shall be as follows: 1 to 4 journeymen, inclusive, one apprentice; 5 to 8 journeymen inclusive, 2 apprentices; 9 to 11 journeymen inclusive, 3 apprentices; 12 journeymen or over, 4 apprentices. Apprentices in their last year shall receive two-thirds of journeymen's wages. The agreement covers a period of 3 years from July 1, 1912. One Vancouver firm, James F. Morris & Co., is still at difference with the union.

Tentative Programme of the Second Canadian Printers' Cost Convention to be held in the Technical School, Montreal, Que., on October 24 and 25, 1912

THURSDAY, OCTOBER 24

10.00 a.m., *Registration and Get-Acquainted Session.*

Meeting Called to Order by Temporary Chairman
Wm. A. Desbarats, Montreal

Address of Welcome — His Worship the Mayor of Montreal

Address of Welcome — Representative of Technical School Montreal

Greeting of Montreal Printers and Allied Trades
C. R. Corneil, Montreal

Response to Address of Welcome and Greeting
C. H. Parmelee, King's Printer, Ottawa

Election of Permanent Chairman, Vice-Chairman, Secretary-Treasurer.

12.30 p.m., *Luncheon Served, Convention Hall.*

2.00 p.m., *Business Session.*

Co-operation and Organization — Jas. S. Brierley, Montreal

The Advent of the Merchant Printer — Atwell Fleming Toronto

Bookbinding — Thomas Bell, Montreal; J. H. Johnson, Montreal

What Organization and the Cost System have Accomplished and have yet to Accomplish for the Printing Trade Throughout Canada — John M. Imrie, Manager *Printer and Publisher*, Toronto

Machine Composition

7.30 p.m., *Business Session.*

Cost of Production in Montreal — Gain E. D. Corneil, Montreal; Rev. Frere J. Bourassa, Montreal

Permanent Organization

FRIDAY, OCTOBER 25

10.00 a.m., *Business Session.*

Color Printing — Chester Linderworth, Montreal; Travice A. Tod, Montreal

Organization Experiences — E. J. Page, Sherbrooke; Harry E. Hinds, Montreal

New Standards in the Printing Business — John Clyde Oswald, Editor *The American Printer*, New York

Appreciation of a Cost System from a Customer's Standpoint

12.30 p.m., *Luncheon Served, Convention Hall.*

2.00 p.m., *Business Session.*

Trade Schools — Chas. S. J. Phillips, Montreal

Demonstration of the Standard Uniform Cost Finding System (Illustrated by Charts) — Albert W. Finlay, Member American Printers' Cost Commission

Art in Connection with Commercial Printing — Wilfred Molson Barnes, Montreal, Barnes' School of Art

Why a Cost System is Essential in Making Prices

7.00 p.m., *Banquet (Informal Dress). At Montreal Club top floor, Dominion Express Building, corner St. James and St. Frs. Xavier Streets.*

Other prominent speakers are yet to be heard from. Their names and the subjects of their addresses will be announced in October *Printer and Publisher*

Railroad Rates

Arrangements have been made with the various railway companies for a round-trip rate of single fare-and-a-third, provided 50 or more delegates from points outside of Montreal attend the convention. To obtain this reduction delegates will purchase one-way first-class tickets to Montreal, and secure with such ticket a standard railway convention certificate. If 50 or more of these certificates are presented at the convention those presenting them will secure tickets to their homes for one-third regular rate.

Entertainment

The Committee on Entertainment and Reception has arranged a splendid programme of entertainment for the visiting ladies, as well as the gentlemen. The ladies will be given an automobile ride around Montreal on the afternoon of the 24th; on the 25th they will be tendered a luncheon and taken in a personally conducted tour of inspection of McGill University, the new Art Gallery, M.A.A.A. Club House, and other places of interest; and in the evening entertained at the theatre.

On Saturday morning, Oct. 26th, the ladies and gentlemen of the committee will be the guests of the Montreal Harbor Commissioners on an inspection of the Montreal harbor. The trip will be made on the Harbor Commission's steamer, and will include a visit to the new dry dock.

General Committee

The programme and other arrangements for the convention are being looked after by the following General Committee:—Wm. A. Desbarats (Chairman), Charles S. J. Phillips (Vice-Chairman), Chas. H. Tice (Secretary), J. B. Lapointe, Joseph Fortier, C. Howard Smith, Victor Guertin, C. R. Corneil, Emilien Daoust, A. A. Hodgson, Travice A. Tod, C. C. Ronalds, W. J. Bennallack, Edm. Sawyer, Wm. S. Campbell, Charles Hubling, Robt. K. Lovell, Wm. H. Sears, C. Howard Smith, and Rev. Frere J. Bourassa, of Montreal; H. L. Rous, F. M. Kimback, Richard Southam, A. Macoomb, Atwell Fleming, R. T. McLean, and Douglas Murray, of Toronto; Fred Boardman, Mathew Esdale and George H. Popham, of Ottawa; George H. Saults and John Stovel, of Winnipeg; W. A. Monahan and S. R. Frame, of Halifax; Joseph Dussault and Thomas J. Moore, of Quebec; E. J. Page, of Sherbrooke; George Allen, of Hamilton; F. H. Dobbin, of Peterborough; W. J. Taylor, of Woodstock; Alex. D. Bean, of Berlin; J. J. Hurley, of Brantford; C. W. Young, of Cornwall; A. McMillan, of St. John; E. J. Payson, of Sackville; G. P. Smith, of St. Johns; Joseph Barnard, of Three Rivers; J. de L. Tache, of St. Hyacinthe; George Legge, of Granby; W. E. Smallfield, of Renfrew; Wm. Jackson, of Kingston, and J. B. Frenette, of Fraserville.

The EDITORS' VIEWPOINT

OF INTEREST TO BOTH PRINTERS AND PUBLISHERS

A Duty of Canadian Printers

THE master printers of Canada owe to themselves and their craft the duty of attending in large numbers the Second Canadian Printers' Cost Convention, to be held in Montreal on October 24 and 25. This convention will be the first national gathering of Canadian printers and it is of the utmost importance that it be truly representative of the craft of every province.

The tentative programme published elsewhere in this issue gives promise of an instructive and highly profitable meeting. Already several speakers of national reputation have been secured and the names of others will appear in the final programme. But of even greater importance than these addresses will be the discussion on the question of how best to organize the master printers of Canada and the adoption of the form of organization that is considered most likely to accomplish its purpose. In this discussion the counsel of the leading printers of every city in Canada is needed and because of the vital importance of the question their counsel should be available through their presence at the convention.

The Offer of the U.T.A. Should Be Accepted

TWO forms of permanent organization will be seriously considered by the Second Canadian Printers' Cost Convention. Some members of the convention will advocate the organization of a Canadian Master Printers' Association; others will favor the acceptance of the proposition that was submitted by the United Typothetæ of America through the January number of *Printer and Publisher*. There is much to be said in favor of both forms, but after earnest consideration and having a close acquaintance with conditions in the printing trade of almost every city in Canada *Printer and Publisher* is convinced that the best solution of the problem of adequate organization lies in the acceptance of the offer made by the United Typothetæ of America.

It is only after 25 years of effort and the generous co-operation of many of the "merchant princes" among the printers of United States that the United Typothetæ of America has reached its present state of efficiency. The acceptance of its offer would make available to Canadian printers the accumulated experience of these many years and the benefits of this co-operation. The United Typothetæ of America offers to establish *at once* a Canadian office, in charge of a Canadian secretary and to *immediately* set to work in Canada three field men who would be available for the installation of cost systems in the offices of Canadian members who desired their services. The Canadian secretary and these field men would at once proceed with the organization of the many unorganized cities of Canada and the better organization of many that are now but partly organized. On the other hand a Canadian Master Printers' Association would have to buy slowly and dearly the experience which the United Typothetæ of America now has. The number of "merchant princes" among the printers of Canada who could and would give liberally of their time and energy to the arduous work of perfecting a national organization is small indeed, because Canada is a comparatively young country and not many of her printers have yet reached the "merchant prince" class. The process of organizing a corps of efficient cost experts for the installation of cost systems would be slow and difficult and considerable time would elapse before this important feature of the Association's service would be on a satisfactory basis. Being without the financial resources of the United Typothetæ of America a Canadian Master Printers' Association would be compelled to adopt a much more conservative policy in organization work, probably confining its efforts for a time to a few of the larger cities. Therefore, it is evident that from the standpoint of efficiency the preponderance of advantage is on the side of the United Typothetæ of America.

In the interests of economy also the offer submitted by the United Typothetæ of America should be accepted in preference to the establishment of a purely Canadian organization. The members of the United Typothetæ of America pay dues amounting to three-tenths of one per cent. of their mechanical pay rolls; but for several years the dues of a Canadian Master Printers' Association would have to be at least double that percentage if they are to cover the expenditures. The United Typothetæ of America will

lose money on the Canadian field during the first few years of its work here on the terms laid down in its offer, but its executive officers regard this apparent loss as an investment that will be returned with interest as the development of the field is assured and will result in a much larger membership than could now be secured. In view of the ample financial resources of the United Typothetæ of America this attitude is a business-like one, but it could not be taken by a Canadian Master Printers' Association which would commence its work with an empty treasury and a liability for office equipment and organization expenses. It is true, as stated in a recent number of *Printer and Publisher* that a Canadian Master Printers' Association could meet the dues charged by the United Typothetæ of America if a number of deeply interested and generous Canadian master printers would underwrite the proposition by subscribing an amount sufficient to cover the difference between the income from such dues and the expenditures. But this would not prove a very satisfactory method of financing a national organization. It must be obvious that the United Typothetæ of America can "quote a better price" for the efficient service it has to offer than could a purely Canadian organization for a service the efficiency of which has yet to be demonstrated.

It must be remembered also that local Typothetæ have already been established in Winnipeg, Vancouver and Victoria. An organizer is now covering Western Canada in the interests of the United Typothetæ of America and expects to organize local Typothetæ in several other cities before the close of this month. There is no room in Canada for two national organizations and it is very questionable whether a Canadian Master Printers' Association would have the moral and financial support of the printers of Western Canada who are now enjoying the benefits of membership in the United Typothetæ of America. Thus not only the interests of efficiency and economy would be served in the acceptance of the offer submitted by the United Typothetæ of America, but the interests of unity also.

Now what are the superior advantages of a Canadian Master Printers Association that lead many Canadian master printers to prefer that form of organization to the one offered by the United Typothetæ of America? Some maintain that the printing trade of Canada should have a purely Canadian organization rather than one whose head office and preponderance of membership will always be in United States. With those who hold this view *Printer and Publisher* has much sympathy, for if it were possible to secure an equally efficient, economical and unifying service through a Canadian Master Printers' Association *Printer and Publisher* would certainly prefer that form of organization to affiliation with the United Typothetæ of America. But, as has been demonstrated in the foregoing paragraphs, this is not possible. It is claimed as an argument in favor of a purely Canadian organization that its officers would be Canadian printers, its policies would be decided by Canadian printers, its annual and other meetings would be held in Canada and at these meetings Canadian problems would be discussed by Canadian printers in the light of Canadian conditions. The acceptance of the offer submitted by the United Typothetæ of America does not mean the surrender of these advantages. The various local Typothetæ throughout Canada could organize a Canadian Division of the United Typothetæ of America. This Division would elect its own officers, hold its own annual and other meetings and at them its members (all Canadian printers), would discuss Canadian problems in the light of Canadian conditions. The United Typothetæ of America would most certainly be influenced if not wholly guided by the advice of this Canadian Division in all matters of policy affecting its work in Canada.

Thus by accepting the offer submitted by the United Typothetæ of America the Second Canadian Printers' Cost Convention will make available to Canadian printers all the benefits of membership in that organization *combined* with all the benefits of membership in a strong, purely Canadian organization. Such being the situation *Printer and Publisher* urges upon this convention the desirability of accepting that offer.

Weekly Newspaper Advertising Rates

A MISUNDERSTANDING has developed in connection with the schedule of recommended minimum rates adopted by the Weekly Section of the Canadian Press Association at the recent meeting in Ottawa. Some weekly newspaper publishers understood this schedule was to be binding upon all members of the Weekly Section; others that it was recommendatory only. The two opinions are expressed in letters from A. Logan and H. B. Donly respectively, published elsewhere in this issue. Some, whose understanding of the action taken at Ottawa is the same as Mr. Logan's, are with him surprised and hurt by the action of other members in being guided in part only or not at all by the schedule adopted.

The situation has been clarified by action taken at the joint meeting of the Executive and Rate Card Committees of the Weekly Section held on August 30. It was the opinion of this meeting that the schedule was intended to be recommendatory only; and, further, that the scheduled rates were recommended as minimum rates only. This opinion is justified by the wording of the rate card notice sent to members in which the rates are printed below this heading: "*Recommended* Minimum Rates." It is in perfect harmony with the opinion of *Printer and Publisher* in this matter and in the principles that the Weekly Section should not make this or any schedule of rates obligatory upon its members, and that quantity of circulation is not the only factor that determines the relative value of newspapers to the general advertiser.

This joint meeting was wisely guided in reducing from 600 to 200 inches the size of a contract that will secure minimum rates. The large amount of space that had to be used to secure minimum rates was practically the only point about the recommended schedule to which either publishers or advertising agencies have objected, and their objections are justified by the fact that few contracts for more than 200 inches are received by weekly newspapers.

The PUBLISHERS' SECTION

W.C.P.A. Holds Annual Meeting at Head of Great Lakes

CLOSER co-operation between newspaper publishers was the keynote of the 16th Annual Convention of the Western Canada Press Association held in Port Arthur and Fort William on July 31 and August 1-3. The president and other speakers urged upon the members the need of united effort in improving news service, developing advertising, wiping out free publicity and other evils, and in these and other ways of adding to the dignity of the press and securing to newspaper publishers a monetary return commensurable with the energy and capital which they invest.

Realizing this need, the members decided to complete at once their affiliation with the Canadian Press Association and for the better organization of the press of Manitoba and Saskatchewan to employ a travelling organizer for the three or four months immediately preceding the next annual meeting.

The selection of the Twin Cities at the head of the lakes as the meeting place of this year's convention did not prove conducive to a large attendance. Ninety per cent. of the members of the Western Canada Press Association are located in Manitoba and Saskatchewan and thus removed by from 400 to 1,200 miles from the convention cities. Nevertheless almost 50 members were in attendance, those present being:—W. F. Kerr, Regina *Leader;* J. W. Dafoe, Winnipeg *Free Press;* John Stovel,*Nor'-West Farmer,* Winnipeg; Geo. H. Saults, *Town Topics,* Winnipeg; E. S. Zingg, Wapella *Post;* R. Telfer, Humboldt *Journal;* A. E. Code, Morris *Herald;* W. B. Ballantyne, Emerson *Journal;* H. J. Hardie, *Western Editor,* Winnipeg; A. McIsaac, Fort William *Herald;* E. Holmes, Carlyle; *Herald;* A. C. Hunt, Regina *Leader;* C. McMurchy, Saltcoats *Herald;* W. C. R. Garrioch, Edson *Leader;* A. Dunlop, Neepawa *Press;* D. Smith, Fort William *Times-Journal;* G. Pingle, *Voice,* Winnipeg; H. L. Patterson, *Paper and Press,* Winnipeg; John M. Imrie, *Printed and Publisher,* Toronto; H. M. Hunt, *Paper and Press,* Winnipeg; A. J. Terrill, Medicine Hat *News;* D. Cannon, Minnedosa *Tribune;* H. Oke, Foam Lake *Press;* F. Burton, Cardston *Glote;* W. J. Rimes, Grenfell *Sun;* S. T. Tyndall, Roland *News;* Miss A. Playfair, Hartney *Star;* T. E. Scriver, Kenora *Examiner;* S. N. Wynn, Yorkton *Enterprise;* F. B. Allen, Port Arthur *Chronicle;* H. F. Garrett, Davidson *Leader;* Mrs. Perry, Winnipeg *Telegram;* W. P. Morphy, Viscount *Sun;* E. B. Mackay, Port Arthur *News;* T. Bradshaw, Dominion City *News;* W. S. Tuttle, United Typothetæ of America, Chicago; J. A. Osborne, Fort Francis *Times;* J. Osborne, Dryden *Observer;* A. L. Simpson, *City and County Press,* Winnipeg; F. McG. Grant, Belmont *News;* C. D. McPherson, Portage la Prairie *Graphic;* E. P. Hodgins, Redvers *Observer.*

OPENING SESSION.

A civic reception to the visiting pressmen and the appointment of convention committees comprised the business of the opening session, held in the Auditorium, Fort William, on the afternoon of July 31.

The Mayors of Port Arthur and Fort William extended a hearty welcome to the Twin Cities and gave much interesting and instructive information concerning their natural resources and industrial progress.

J. W. Dafoe replied on behalf of the convention. After thanking the Mayors for their hearty welcome and warning the pressmen to behave themselves, he referred to the evolution of the newspaper during recent years. He said the function and power of the newspaper had changed greatly. Formerly the editor of a newspaper was primarily a local fighter for a political party. Now the newspaper is recognized as an essential adjunct to the business activities of a community and if properly conducted is a great power and influence for good in the community. "The better the newspaper, the better the city," said Mr. Dafoe. He referred also to the efforts of Canadian newspapers to secure a fair impartial British news service. He said the readers of Canadian newspapers are now supplied with news from Great Britain through four distinctly Canadian or British channels. This service and the recently inaugurated leased wire service through Canada will prove to be powerful factors in bringing closer together the people of the various provinces, and the people of Canada as a whole and the motherland.

President W. F. Kerr added a few words of appreciation to those spoken by Mr. Dafoe. Convention Committees were then appointed as follows: Resolutions, F. B. Allan, A. Dunlop, D. Holmes. Nominations: A. M. Isaac, W. B. Ballantyne, E. S. Zingg.

REPORTS OF OFFICERS.

The reports of the secretary and executive committee read by Geo. H. Saults demonstrated clearly that the Asociation had given good service to its members during the previous year. Many estimates on job work were supplied by the secretary and through his office many overdue advertising accounts were collected. There had been some trouble with the present Dominion Government over the prices

charged by the members for printing in connection with the last general elections. Before the elections the secretary had secured the O. K. of the King's Printer to a schedule of fair prices for election printing, but the present Government had refused to pay these prices, because they were higher than those charged by the Ontario printers. The Association had strongly protested against this breach of faith and finally secured the passage of an order-in-council authorising the Auditor General to pay in accordance with the prices agreed upon schedule.

The advertising of the Winnipeg Exhibition was handled through the Association at a minimum rate of 20 cents an inch. The Association retained $39.80 as commission on this business.

The Secretary suggested that negotiations be opened with the Canadian Press Association with the object of establishing uniform prices for election printing. He suggested a revision of the W.C.P.A. Job Price List also.

The treasurer, John Stovel, presented the following statement of receipts and expenditures:

Receipts.—Fees	$140.00	
Dues	203.00	
Commissions	39.80	382.80
Expenditures.—		
Secretary's Honorarium	$100.00	
Other expenses	145.60	245.60
Balance on hand		$137.20

W. F. Kerr, the retiring president, reviewed the development of the Western Canada press during his term of office and appealed for closer co-operation in raising its dignity and increasing its influence. He said the press of Western Canada had fully kept pace with the remarkable development of that section of the Dominion—indeed the press had led the way in this development. While maintaining that the newspapers of the West are now fully up to the standard of those in the East he emphasized the need of further improvements in news service, literary style and mechanical appearance. The wonderful growth of the West and the increased facilities members have at their disposal lay upon them additional obligations. They should bring to their work a sense of its dignity and responsibility and earnestly endeavor to fully discharge its obligations.

Mr. Kerr expressed his approval of the free publicity campaign inaugurated by the Canadian Press Association last October and said the members should realize that the time when a newspaper could afford to give away its advertising space has long since passed. The same principle applies to the job department—the members should know the cost of each job they produce and make sure they do not give to their customers all or part of their legitimate profit.

Several new fields of Association activity were suggested by Mr. Kerr. An employment bureau should be established and the members encouraged to train apprentices rather than induce men to leave other offices. An aggressive and systematic membership campaign should be undertaken and with it, efforts to increase the attendance at the Annual Meetings should be made. The postal regulations should be thoroughly investigated and desirable amendments secured. An efficient organizer should be employed for all or a goodly portion of his time.

Mr. Kerr's concluding words were an earnest appeal for the closer co-operation of the publishers of Western Canada. This would result in improved service to subscribers and advertisers; in increased financial benefits to publishers; and in increased influence and dignity of the press.

Organization and the Cost System.

Many advantages of organization and the cost system were brought out in an address by John M. Imrie. Mr. Imrie said the programme committee had shown wisdom in linking together these two subjects for they go together in actual practice. Organization has made possible the cost educational work that has already been conducted throughout Canada and only through organization—and even more effective organization than now exists—can the work be continued to its proper conclusion and the printing and publishing trades of Canada placed upon the sound financial plane they should occupy. No business is more exacting upon those who are engaged in it that the conduct of a combined newspaper and job printing business, yet the monetary returns of the average business of this character are exceedingly small in comparison with the profits earned by other industries.



A. DUNLOP
The new President of the W.C.P.A.

Taking up first the need of a cost system in combined newspaper and job offices, Mr. Imrie gave as some of its many advantages to the proprietor, the following:

1. It will show the cost of an hour of each machine and of employees on each class of work *at the time it is sold to the customer in a job of printing or an advertisement.*
2. It will show the cost of each job of printing.
3. It will show the cost of producing the newspaper, and enable the publisher to readily find the cost per inch of advertising carried.
4. It will show the total profit or loss of the business and the profit or loss of each department.

5. It will secure an increase in the efficiency of the staff and machinery.
6. It will reveal the leaks that in many plants eat like cancers into the profits.
7. It will assist greatly in the elimination of mistakes in estimating.
8. It will be the means of eliminating a lot of waste time in estimating for customers who are shown the system will be inclined to leave their work without securing prices in advance.
9. It will give the proprietor the nerve and backbone to ask and insist on getting proper prices for his work regardless of the prices that may be quoted by others.
10. It will conduce to better feeling among competitors by eliminating much of the ignorant and quite unintentioned price cutting that is a fruitful source of bad feeling.
11. It will make the publisher a better business man and improve his standing with his customers and bankers and in his own estimation.
12. It will solve the problem of new equipment by setting aside monthly allowances for depreciation on present plant, and including its fair share of these allowances in the prices quoted for each job.
12. It will give accurate records of output.
13. It will increase materially the monetary return to the proprietor.

Mr. Imrie then referred to the work of the Canadian Press Association as an illustration of what could be done through effective organization of publishers. This work was covered in the reports of the Annual Meeting of that Association published in the July number of *Printer and Publisher*. The conclusion of Mr. Imrie's address was an earnest appeal to the members to complete at once their affiliation with the Canadian Press Association along the lines proposed at the meeting in Regina last year.

The closing hour of this session (the morning of August 1) and the opening half hour of the session held in Fort William on the following morning were devoted to a discussion on relations with advertising agencies, free publicity, and other points touched upon in Mr. Imrie's address. The draft of the proposed standard advertising agency contract that is now under consideration by the Committee on Advertising of the Canadian Press Association of Advertising Agents was approved with slight amendments.

Solution of the Labor Problem Proposed.

John Nelson, Manager of the Vancouver *News-Advertiser*, had been invited to address the convention on the question "How best to handle the Labor Problem." He could not attend but sent the following letter:—

Dear Sir:

"I cannot attend your convention, but were it possible to be present, and to discuss the topic 'How to solve the Labor problem,' I would suggest:

"(a) That all Canadian newspapers be embraced in a common organization, one of whose departments (as in the A.N.P.A.), would be a labor bureau with a first-class experienced man in charge. His duty would be to collate scales, prepare data bearing on their preparation, issue regular bulletins to members, make suggestions, and give his advice (and his personal assistance, if so desired) in preparing for, and actually negotiating scales.

"(b) That Canada be divided into zones, each zone including such territory as has common living conditions and expenses, and that the contracts for the publishers in each zone be made at the same time and for the same period. Experience will suggest to members the advantage of such an arrangement.

"(c) That a sum not necessarily for defence, but for common expenses, be created, maintained by a system of assessments based on the capacity of each office.

"The head of the department would have the assistance of a small committee, representative of every portion of the Dominion, and on the committee would largely devolve the task of shaping the policy which their paid officers would carry out. The experience of those who are brought frequently into contact with labor organizations would, I feel sure, dictate the following as obvious reforms, which must come, in whole or in part, unless publisher and printer are to be involved in a very serious conflict.

"Either I.T.U. law must be made arbitrable, or if not, it must be altered to modify or abolish the following:

"(a) The priority law—a vicious principle indefensible in logic; unfair to the best workman, because in practice it prevents him being paid for his greater skill, and unjust to the employer, because it prevents him securing, even under a maximum scale, the best workmen.

"(b) Membership cards for foremen. Coupled with the chapel chairman's powers, this factor cripples and irritates the best foremen by making their powers permissive instead of actual.

"(c) Regulation of apprentices. The undue limitation of learners has reached a point where they cannot replace the natural waste in the craft. Result, coupled with the priority law, the employment of every misfit or incompetent who still cares to retain his card—in short, a maximum wage for a minimum output. Sec. 55 of I.T.U. law, 1912, goes further, and attempts to regulate apprentice wages after the second year. I have just concluded a contract where I refused to permit the insertion of such a scale. It ought to be resisted uncompromisingly.

"(d) Cards for proof readers a totally unnecessary law, which creates a Valhalla for men otherwise incapacitated, and brings under the jurisdiction of the Union a department of newspaper work as distinct from the printing craft as the editorial room.

"These are but a few reforms on which the energies of the publishers should be bent. I have not mentioned wages or hours. These are natural and inevitable subjects for discussion and of difference. But negotiations with respect to them would be robbed of much irritation and unnecessary bitterness were a saner basis adopted with respect to working conditions. In fact, I am strongly of the opinion that were these latter adjusted on a fair basis, labor itself would be surprised at the readiness with which the more vital issues of wages and hours could be adjusted."

More about the Cost System.

The outstanding feature of the session held in Fort William on the morning of August 2 was an address by W. S. Tuttle of the United Typothetæ of America on "A Cost Finding System—How to promote its introduction." Mr. Tuttle is the proprietor of a job printing business in the Eastern States. Having proven by personal experience the value of a cost system, he has spent the past six months as a representative of the U. T. A. traveling from place to place urging the installation of the cost system. Through his address and between-session talks to groups of members, he contributed much to the value of convention as "a school of method."

Mr. Tuttle said the cost system is a modern scientific method of determining the cost of the printer's products. The selling price for this product should be its cost plus a fair profit. If this selling price is too high the printer will lose the job; if it is too low he will lose money. In the middle course only is safety and no printer can adhere to that middle course without the aid of a cost system. In the past the printing business has been a gamble because most printers were without this aid.

The fallacy of the practice of charging a flat price per hour regardless of the class of work was clearly demonstrated by Mr. Tuttle. He pointed out that the depreciation on a cylinder press costing $3,000, would be $300 a year—approximately $1 a day or 12½ cents a working hour. The depreciation on a job press costing $300 would be only $30 a year—approximately 10 cents a day or 1¼ cents an hour. Thus there is a difference of 11¼ cents in the depreciation cost of a cylinder press and a job press per working hour. This difference would be materially increased when the depreciation costs *per productive hour* are compared. What is true in connection with the depreciation cost is true in connection with many other elements of cost such, for example, as insurance, taxes and interest on investment. Thus there is a very considerable difference between the cost of a cylinder press hour and a job press hour at the time they are sold to customers. Many printers have not realized this because they are without cost systems. They charge a flat price for job work, cylinder

press work and composition. If this price represents accurately the average cost of these several classes of work it is too high for composition, much too high for job work and too low for cylinder press work. In Competition with parties using cost systems these printers would likely lose the jobs in which composition and job press work were the principal features and secure those which were practically jobs for their cylinder press. But the former class of jobs would be the unprofitable ones. In other words, they would get the "lemons" while the other fellows who use cost systems would get the "plums." The cost system is essential to a knowledge of the hour cost of each class of work, for each class has its own hour cost.

Mr. Tuttle gave an exposition of Form 9H of the Standard Uniform Cost Finding System and of the other forms through which the data required for it are secured.

Election of Officers.

The closing session of the convention held in Port Arthur on the morning of August 3, was taken up with the election of officers and committees and the adoption of a number of resolutions.

The officers elected were:—

Honorary President—J. W. Dafoe, Winnipeg *Free Press.*

President—A. Dunlop, Neepawa *Press.*

Past President—W. F. Kerr, Regina *Leader.*

First Vice-President—F. B. Allan, Port Arthur *Chronicle.*

Second Vice-President—S. N. Wynn, Yorkton *Enterprise.*

Third Vice-President—A. J. Terrill, Medicine Hat *News.*

Secretary—George H. Saults, *Town Topics,* Winnipeg.

Treasurer—John Stovel, *Nor'-West Farmer,* Winnipeg.

The Executive Committee is composed of the above officers and the following: D. Smith, Fort William *Times-Journal;* A. C. Hunt, Regina *Leader* Ed. Holmes, Carlyle *Herald;* W. B. Ballantyne, Emerson *Journal;* C. Hynds, Lumsden *News-Record.*

Other committees were appointed as follows:

Membership: John Stovel, H. J. Hardie, H. M. Hunt, E. S. Zingg, A. G. Graham.

Legislative: C. D. McPherson, T. H. Blackstock, A. Dunlop.

Price List: George H. Saults, John Stovel, A. Dunlop, A. C. Hunt, S. J. Latta.

Affiliation With C.P.A. Completed.

The Resolution Committee presented a resolution favoring the immediate completion of proposed affiliation with the Canadian Press Association by the payment to organization of an amount sufficient to cover the fees of all members of the Western Canada Press Association to December 31, 1912. This resolution was heartily approved and before returning to Toronto the secretary of the Canadian Press Association received a cheque for $150 in payment of the fees for membership for 5 months of the 3 metropolitan dailies, 3 medium dailies, 12 small dailies and 100 weeklies represented in the membership of the Western Canada Press Association.



Some members of the W.C.P.A. and their wives posed for the photographer on the steps of the Prince Arthur Hotel before taking the automobile trip on the afternoon of August 3. Many members left for their homes on the morning trains, so this picture does not represent the full strength of the convention.

Other resolutions presented by the Resolutions Committee and approved by the convention favored the immediate removal of the duty on type-casting and type-setting machines and parts thereof and parts of newspaper presses; and the adoption by the supply houses of a more conservative policy in the matter of installing new plants in localities which are now served by newspapers and in the extension of credit generally.

W.C.P.A. Will Employ Organizer.

The question of how best to secure more members for the Western Canada Press Association and increase the attendance at future annual meetings was fully discussed. Finally it was decided to employ an organizer for the three or four months immediately preceding the next annual meeting. He will endeavor to see personally every publisher in Manitoba and Saskatchewan; and urge all to attend the next annual meeting and those who are not members to join the association.

The selection of the meeting place of the next convention was left with the incoming executive committee. Invitations to meet in Medicine Hat and Kenora were presented by the representatives of the press in these places. Other members urged that the business sessions be held in Winnipeg and be followed by a one or two-day trip to Kenora. Finally it was decided to take, by mail, a vote of the entire membership and let the executive committee make a decision in the matter in the light of this vote.

After all the business of the convention had been disposed of the retiring president introduced the president-elect, A. Dunlop, who in a few well chosen words thanked the members for electing him to the presidency.

Touching briefly upon the work of the new year he suggested that the Canadian Press Association be requested to give consideration to the labor problem and the advisability of establishing the labor department suggested by John Nelson in his message to the convention. The suggestion was heartily concurred in by the convention which was then adjourned.

Elaborate Programme of Entertainment.

The publishers and citizens of Fort William and Port Arthur provided lavishly for the entertainment of the visiting pressmen and their wives. During the evening of the first day of the convention they were entertained at the Orpheum Theatre, Fort William. An excursion to Kakabeka Falls on a special C.N.R. train and a moonlight excursion on Lake Superior were features of the second day's proceedings. On the afternoon of the third day the harbors of the Twin Cities were inspected on the well appointed private yacht Sigma. The same evening the ladies of the party were entertained at a lawn fete on the grounds of Mr. and Mrs. Louis Walsh, Port Arthur, and the gentlemen at a banquet in the Prince Arthur Hotel, Port Arthur. An automobile tour of the Twin Cities was thoroughly enjoyed on the afternoon of the closing day.

F. B. Allen was toastmaster at the banquet and the toast list was as follows:

THE KING.

THE WESTERN CANADA PRESS ASSOCIATION: Proposed by the Mayor of Fort William; responded to by W. F. Kerr, Geo. H. Saults and A. Dunlop.

THE CANADIAN PRESS ASSOCIATION: Proposed by the Mayor of Port Arthur; responded to by John M. Imrie.

THE PRESS AND THE PUBLIC: Responded to by J. W. Dafoe and J. R. Lumby.

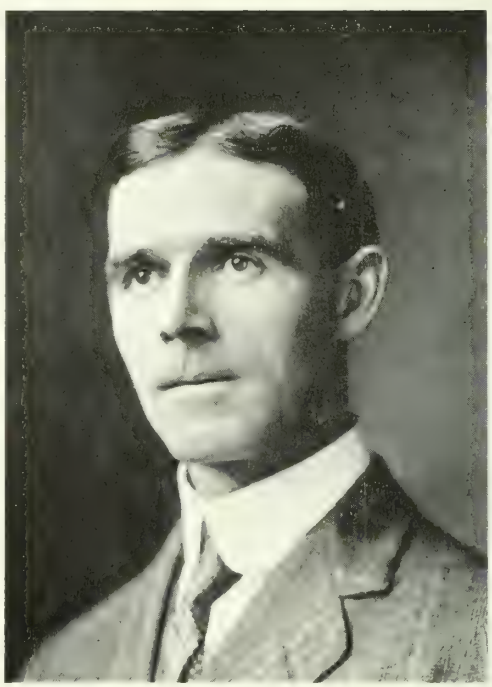
OUR NATIONAL HARBOR: Responded to by A. A. Wilson and Lieut.-Col. J. A. Little.

OUR COUNTRY: Responded to by C. W. Jarvis and D. W. Hogarth, M.P.P.

THE LADIES: Responded to by C. D. McPherson.

Ontario Daily Newspaper Man Goes West

D. B. TAYLOR, who for many years has been in charge of the Toronto office of the Woodstock *Sentinel-Review* and *Rod and Gun*, has resigned that position to become business manager of the Prince Rupert *Daily News*. He enters upon his new work on September 1.



D. B. TAYLOR
Business Manager, Prince Rupert "News."

Mr. Taylor was secretary of the daily section of the Canadian Press Association for some time prior to the appointment of a permanent secretary, and the best wishes of many Ontario daily publishers will follow him to his new work. He is a brother of W. J. Taylor, publisher of the Woodstock *Sentinel-Review*.

British Journalists Will Meet in Canada

THE next annual conference of the Institute of Journalists will be held in Montreal. This was decided at the 1912 conference in Brighton, England, during the closing week of August. The Institute of Journalists is a strong organization of British and Colonial journalists and it is expected that at least 400 members will attend the conference in Montreal. Harry Bragg, publisher of the Canadian Municipal Journal is chairman of the Canadian Division.

Correspondence

The columns of this department are open for the discussion of all subjects related to the printing or publishing business. This is YOUR department and the editors cordially invite you to use it for the expression of your views on matters of interest to the craft. While giving space to the publication of these letters, *Printer and Publisher* of course does not necessarily endorse the opinions expressed.

Advertising Rates for Weeklies

To The Editor:

Immediately after the meeting of the C. P. A. in Ottawa we issued an advertisement rate card in harmony with the schedule adopted there, and we at once received very strong objections to our rates from McConnell & Ferguson, London, and A. McKim, Limited, Montreal. The latter firm took exception to practically the whole schedule and both were united in their protest against 600 inches being demanded in order to obtain the minimum rate. The letter from A. McKim & Co., read: "Hal B. Donly, of the Simcoe *Reformer* in sending us his new rate card says 'This is not the schedule adopted at Ottawa.'" Others, according to that agency, have not recognized the adoption of the committee's report as binding upon them. This is astounding, and it is easy to see what will become of the Association if its most representative men take this stand. Perhaps it was a mistake to insist upon 600 inches, but surely there was some official way to adjust matters.

In view of the attitude taken by the agencies and individual members, the Grey and Bruce Press Association, which met at Hanover on Aug. 10, decided to suspend the Ottawa schedule until a meeting of the executive of the weekly section can be called. There is a strong feeling that the weekly publishers need an association composed entirely of members of this class. Yours very truly,

A. Logan.

Echo Office.

Wiarton, August 17, 1912.

The Simcoe Reformer Rate Card

To The Editor:

So many publishers have recently written to me complaining about a reference to my rate card made by a leading advertising agency, that I have decided to ask you for a small amount of space to explain that the rate card in question was decided upon and printed two months before the Ottawa convention. The minimum rate on my card is one per cent. per inch higher than called for by the card approved at Ottawa. It differs solely, in respect to the number of inches to be taken to earn the minimum rate. I understand that this is the principal objection made by the agencies to the Ottawa card.

I never understood that the action taken at Ottawa was to be considered mandatory. I looked upon the work of the special committee as educative —that the suggested rates were to be looked upon merely as guides and that every publisher was to do what he himself considered best for his individual case—after being put in possession of complete knowledge of what the Association at large thought was a fair charge.

Personally I would have preferred to have had the report of the special committee on the model card referred back for another year for conference with the agencies. But that was not done. Now the agencies tell us that if the 600 inches minimum is persisted in by weekly publishers, what is classed as "general" or "foreign" advertising will vanish from those weekly papers whose publishers so persist. Those publishers who are ready for that contingency are fortunate, and they will be wise to stick to the rate cards they have adopted. Unfortunately the business I do of this character aggregates in the year a sum that I cannot afford to lose until I have in sight something to take its place.

Weekly publishers, in determining their action in respect to the Ottawa rate card, should never lose sight of the fact that they are not in a position to dictate. In the case of the home advertiser they occupy quite different and stronger ground. They have something to sell him that he can buy from no one else. With the general advertiser it is quite another pair of horses. When this gentleman has paid to get into the daily press, into the weeklies of national circulation, the agricultural and church press, he will have exhausted all but the very biggest appropriations—and every year he is more prone to ask what the country weekly has to sell him that is worth while, and that is not reached by the mediums above mentioned. Yours truly,

Reformer Office, Hal. B. Donly.

Simcoe, August 24, 1912.

Incompetent Comps.

To the Editor:

Enclosed you will find a proof of a galley of type set by a young man (sober) with four years' experience in a town office (in Lambton County).

This man asked $10 per week, and he got it once. Is it not an argument in favor of the old-time hand-set printers against the incubator raised specimens who now demand a man's pay for a child's play?

Within twelve months I have had in my employ three young men who served their time in town offices in Ontario. They were young and sober, but the enclosed is but one example of the slip-shop way they had of setting type. What are we going to do in the country if the town offices are going to let run at large such artists.

I paid two of them $9 per week—9-hour day—the other got $10, but his usefulness vanished when he failed to deliver the goods. Are our printers' apprentices failing to be taught the first rudiments of the business? And, if so, why?

Yours truly,

Harry Moore.

Free Press Office.

Alvinston, Ont.

(We regret that it is impossible to reproduce the proof which Mr. Moore has enclosed, but we have counted no fewer than 111 corrections in 21 inches. —Editor).

REVIEW *of* NEWSPAPER ADVERTISEMENTS

THE advertisements reviewed in this department this month are evidence of the attention that is being paid by ad.-men in general to the careful arrangement and effective display of their advertisements. These advertisements were not chosen for review because of any distinctive features they may possess, unless such features are their careful display and simple beauty; nor were they chosen as exceptional specimens of good typography, for the typographers who produced them have probably turned out even better work. The prime purpose in reviewing them is to endeavor to bring to the attention of the newspaper typographer the little points that have given them their value.

Figure 1 is a model of good typographical arrangement, so neat, clear and clean that it unconsciously persuades a perusal of its contents. The compositor showed excellent judgment in the use of upper and lower case characters for the heading and signature, which make these lines much easier to read than if set in formal capital letters. Another admirable point is the use of a border, which though sufficiently attractive, does not draw the reader's attention away from the text. The tone balance is excellent, while the goodly amount of white space between type and border and the use of hairline rules between columns are two very commendable points in the arrangement of this advertisement, for the cramping of type matter and the use of heavy panel and column rules are all too frequently the cause of poor results. Probably the only improvement upon the present appearance of this advertisement would be the use of straight upper and lower in place of italics for the two full lines of the heading, as the upright letter would in this case conform much better to the shape of the advertisement. This barring of italics from head lines, however, is purely a matter of personal taste, as in many instances good results may be secured by their use.



August Opportunities in Furniture Buying

Our August Furniture Sale offers opportunities for everybody—for those who wish to furnish a new home complete — for those who require furniture for but one room—for those who require only a single piece of furniture to add a final touch of comfort to their home.

Does the parlor of your home need new furniture. Here are some values in parlor suites that you may never find duplicated in the city of Vancouver. And these are only samples of the many styles we have to offer—all alike excellent in quality and right in price.

3-piece parlor suite, mahogany finish, upholstered with heavy verona, green shades. Regular $30.00 for ... $21.00

3-piece mahogany parlor suite, with loose cushions in silk or plush. Reg. $50.00 for $40.00

3-piece mahogany suite, upholstered with No. 1 leather, splendid value at $80.00 for $62.50

3-piece solid mahogany parlor suite, hand carved, Louis XV. design, back and seat upholstered. Reg. $210 for ... $169

Consider for a moment these values in odd chairs and settees. They are just the thing for to fit in that vacant corner in your home.

Mahogany settee, beautifully polished, loose silk covered cushions. Sale price ... $15.75

Here is a mahogany settee, slightly shopworn, but unusual value at the price asked; upholstered with heavy green figured silk. The regular price is $35.00. Selling now for $18.50

Mahogany chair or rocker, wide 3-ply mahogany backs, leather upholstered; something that will look well in any room. Regular price $12. Sale price ... $8.75

Morris chairs, upholstered with American leather; either golden or Early English finish. Regularly $9.50 for $7.25

And remember—whatever you need, for any room in the house—whether furniture, carpets, drapery or bedding—you will surely find it here—in the style you want, the material you want and at a price to please. Even if your furniture wants be only trifling ones, it will pay you to visit this store.

Wide Awake Furniture Co.

41 Hastings Street West — Phone 3887

FIGURE 1

In glancing over the newspaper page, the wandering eye could hardly miss the advertisement illustrated by figure 2. The striking design, the careful arrangement of type, the wealth of white space judiciously distributed and the excellent balance of parts give to it a distinctiveness that commands attention. Good judgment is shown by the use of comparatively small type, for some compositors, if given the same copy, would probably have set the matter in large bold type and spread it over the entire space allotted to the advertisement. One can readily see by this advertisement that good results are obtainable from a neat and careful arrangement.

Figure 3 shows how the difficulties of a severe trying piece of copy are admirably overcome. The copy probably called for two large headings at the top, four smaller headings, a large amount of solid matter and a signature at the bottom. The difficulty was to place the two headings together at the top without one becoming confused with the other and robbing it of some of its value. But the compositor was equal to the occasion, and has produced a neat and effective arrangement by placing the second heading and its descriptive matter in a column in the centre of the advertisement with the four less important ones on either side of it. The arrangement is unique and the effect obtained is excellent. Another point worthy of note is the good balance obtained, the heading of the middle column bringing the centre of balance a little above the centre of the advertisement.

Figure 4 is an attractive and well-arranged advertisement. Only a small portion of it is in type, but there are a few points about its arrangement that are of value to the newspaper typographer and



FIGURE 2

may be incorporated in any advertisement where all the text is to be set in type. Although the effect is realized, the reason why the young lady stands out more prominently than the rest of the illustration, or why the unusual position of the heading does not destroy the proper balance of the advertisement is not at first apparent. This novel effect is secured by the peculiar position of the illustration. It will be noticed that the upper right hand portion of the illustration is butting against the top and right hand side of the border. This has the effect of throwing the mirror into the background and bringing the young lady into prominence. Had the illustration been placed in the centre of the advertisement, the mirror, though an unimportant part of the illustration, would have been given as much prominence as the young lady and the rose. Now that the mirror is in the extreme upper right hand corner, it is necessary to place the heading at the side to secure proper balance. This arrangement of illustration and heading is worthy of some reflection. Study the illustrations you are called upon to incorporate in an advertisement. Find their important parts—the parts that have an inseparable connection with the text. Study how to place your illustrations so as to bring out these all-important portions, and your advertisements will undoubtedly prove more interesting and effective.



FIG. 3

All the points that go to make up an effective arrangement have been carefully considered and incorporated in the advertisement illustrated by figure 5. The display and balance of matter and illustrations are excellent. Although one illustration is much smaller than the other, they appear of similar size and square up nicely with the type matter because placed in panels. The panels around some of the important solid matter help to emphasize those portions of the copy.

Figure 6 is a very pleasing advertisement, so neatly and tastefully arranged as to raise it out of the ordinary run of newspaper advertisements. While the wealth of white space that surrounds the type matter stands out prominently from the surrounding matter on the newspaper page. The lack of indentation in the paragraphs assists greatly in securing the squared up effect of the solid matter. However, there is one point that has probably been overlooked and would have added much to the appearance of the advertisement.



FIG. 4.

This is the gap below the initial caused by the indentation of the last two lines of the first paragraph. A much better effect would undoubtedly have been secured had the initial been a size smaller and these two lines set the full type measure.

The newspaper publisher's advertising, if anything should be above reproach, and a model of arrangement and display to regular and prospective advertisers. If its arrangement is unusual and eccentric, and shows lack of discretion on the part of the typographer, the advertiser well versed in advertising values will readily notice the indiscreet display, and his confidence in the ability of the publisher's ad.-men will probably be lessened. But the



FIGURE 5

advertiser new to advertising will more than likely take it as an excellent piece of work, adopt similar methods, and in the end, when it proves inefficient, place the blame upon the publication. On the other hand, if the publisher's advertising is strongly and effectively displayed it will prove a power for good, aside from fulfilling its purpose. The confidence of the old advertiser will be increased, and the new advertiser, should he follow similar methods, will probably find them satisfactory. The Virden (Man.) *Empire-Advance* submits for review the advertisement illustrated by figure 7. It may be said that the effect obtained hardly justifies the time spent upon the design. The panel around the solid paragraph does not emphasize this part of the copy, in fact, being so close to the type, it seems to crowd and cramp the type. A better effect would have been secured, and much time in composition have been saved had the rules been omitted altogether, except in the border. The heading gives no hint of the contents of the advertisement, nor is there any other line displayed where the contents of the advertisement is made known. Even though it was not intended that the commodity advertised should at once be made known to the reader, the heading says nothing, is uninteresting, and does not open up in the mind of the reader any channel of thought. Principally on account of this, the busy business man will probably overlook the advertisement entirely.

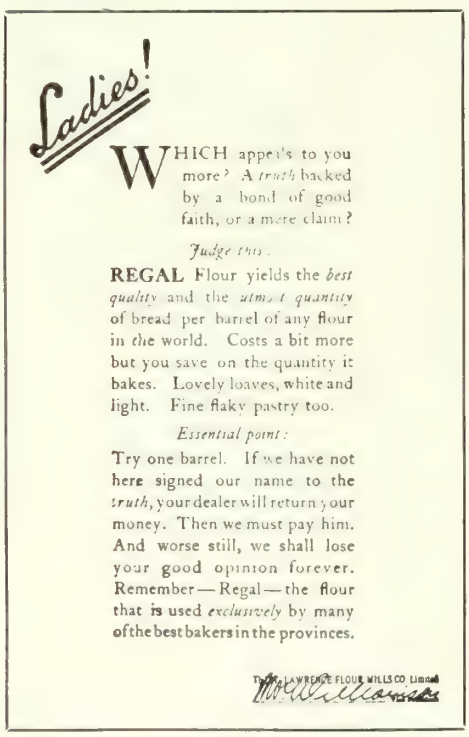


FIG. 6

The advertisement really commences with the first sentence of the solid paragraph, which is both interesting and suggestive, and gets right down to the matter of the amount. It would therefore have been much better to have omitted the present heading, and displayed this sentence instead. The solid matter then could have been set in a single paragraph with a fair amount of white space either side of it, and the signature separated entirely from it, emphasized a little more, and placed in the centre beneath the solid paragraph.

The proportions of an advertisement have much to do with the final effect secured. It is difficult indeed to secure a good effect when the proportions are the same, as in Figure 7. If good results are desired, and the publisher can in any way choose the size of the space he will use for his advertisement, it is advisable to avoid a space in which the advertisement will be the same in width and depth. A well proportioned advertisement would be one in which the depth was twice the measure of the width, or vice versa; but a still better proportion would be secured where the depth is one-third greater than the width, or vice versa. The idea in choosing a pleasing proportion is to get variety and harmony of measure in the width and depth of the advertisement and it is surprising what an improvement they will make upon an advertisement.

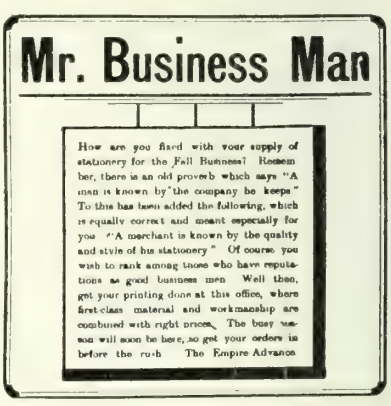


FIG. 7.

The Woes of Selling News Print

By G. B. Van Blaricom

"YES, I have my troubles, too, just the same as you fellows."

"We were seated in the grill of the Chateau Laurier at Ottawa during the recent meeting of the Canadian Press Association. Naturally the talk was all "shop" —publishing grievances galore.

"Go on, Thornton! You've a terrible grouch on to-night," I observed. "What do you know about paying wage bills, settling difficulties with typographical unions and quarreling with advertisers over rates and commissions. You have a snap, selling news print. Land a few contracts and you can camp on the job the rest of the year."

"That's it," declared Thornton, "all you fellows seem to think that I have a gentleman's job; no cares whatever. I'd gladly exchange places with any of you to-morrow. I've been fifteen years hawking news print, and you know very little about my end of the game. I began in the slasher of a pulp mill, and learned everything about the business until I became head machine tender in the paper plant. Does practical knowledge help a man? Well, it may in your line, but sometimes I doubt if it does in mine. On many occasions it has resulted in my being up against it good and proper."

"Before my present connection I sold paper across the border for a number of years. As sales manager for a large concern, I covered all territory west of the Mississippi River. We handled the product of several plants, having no mill of our own."

"I was in Spokane one afternoon when I got a wire to make all possible haste to Memphis. Message read: "Don't delay. Paper not giving satisfaction. *Bugle* threatens to cancel contract. Drop everything."

"You see, being the only practical man connected with the house I came in for all the patching up of trouble. They dubbed me "the adjuster."

"I took the next train, and, after spending two nights on the way, finally landed in the capital of Tennessee. I made my way to the office and looked up the proprietor. Now the *Bugle* was a morning sheet, and it was well on to the middle of the afternoon when I dropped in. I could see Salter was so disgusted with things in general that he would gladly have kicked anyone out of the place. He simply bit his lip—exercising superhuman self-restraint, and glowered at me when I told him that I represented the Birch Paper Co.

"He called a lad, and together we made our way to the pressroom. Flitch, the head of that department, was marching around with a huge monkey wrench in one hand, his great muscles exposed by his up-turned shirt sleeves. When I told him who I was, he swung around quickly, raised the wrench in a menacing manner, and I thought that my end had come. I was about to sink on my knees and plead for mercy, when he exclaimed: 'We have been looking for you for days past. I suppose you are here to give the usual promises about remedying the trouble and do nothing.' I meekly replied that I was a practical man and would speedily locate the disease.

"'Well, there is no use hanging around here now. Come back to-night, and mind, don't disappoint us. We start the morning run at two o'clock. If you want to know what is wrong, it will not take many minutes to find out. Why, this paper flies in all directions. There is fuzz here and fuzz there and fluff everywhere. No sooner do we start the machine than everybody in the place looks as if he were out in a drifting snowstorm.'

"Shortly before two o'clock I walked into the pressroom. The plates, after being stereotyped, were being placed on the cylinders. The roll was properly adjusted, the lever pulled and the big machine started with a hum—turning out about 35,000 copies every hour. Pretty soon the lint began to fly in every direction; there were miniature whirlwinds and scurrying eddies—my hat, clothes and whiskers were covered. In fifteen minutes I resembled St. Nick himself, and had it been Christmas Eve, could easily have passed for the holy saint.

"'Hold on, Flitch,' I said. 'I have seen enough. I know what is wrong. There has been no china clay placed in the beaters at the mill, to give this paper the right consistency and body. I will remedy that.'

"I sent a telegram to the mill from which the supply was obtained—inquired what in thunder they meant by forgetting the china clay, and asked whether they had any trouble. They found out that some of the beater men had been dismissed and others had taken their places. There was general confusion, and the matter of using clay had been carelessly overlooked. The trouble was soon remedied. The Memphis *Bugle* was supplied with fresh carloads and the difficulty encountered for days was over.

"Three weeks later I was called to Cincinnati. The *Express* had been having trouble with the paper and, of course, being a practical man, I again had to go to the rescue. Another of those hurry-up messages found me in a city many miles away. When I landed in the *Express* office, the proprietor told me that the face of all the cuts used in both the advertisements and news columns was blurred; that the screen was so dull in many instances, the outline of the figure or face could not be detected. He at once jumped to the conclusion that it was our paper. He said they had examined the press but nothing was wrong there. Well, I got down to work and ordered new carloads of paper from the firm every day for a week. It made no difference whether it was light or heavy weight, had a rough or smooth finish—it was always the same. The cuts were dull and lifeless; in fact, so blurred that advertisers were kicking and threatening to withdraw their patronage. I sent to New York and had a special representative of the Hoe Co. come down and go over the ponderous machine, thinking perhaps the fault might be with the rollers, the tension, the cylinders or the plates. He spent three or four days closely examining every part, and reported there was not the slightest flaw. This little jaunt of his cost our firm $150. Well, the same thing went on for two weeks. I was racked both in brain and body. I dozed at night in my bed, wondering what under Heaven could be wrong.

"One evening, in utter exhaustion, I had a bright thought or inspiration such as is supposed to come at the witching hours of midnight or with the crowing of the cock. I could see the words "The ink! the ink!" glaring on the wall like the fateful sign at the feast of Belshazzar. I got up and dressed very

early in the morning, secured a big bottle and asked the pressman to fill it with ink. I took it to a druggist and had a chemical analysis made. I told the druggist to phone me the instant the work was completed, and gave him two hours to do the job. About half past ten he sent word that there was emery dust in the ink. I asked him to write out a certificate to that effect. I paid him $3.00 and departed. I felt that I had solved the difficulty. A fresh inspiration was born in me, and, with Sherlock Holmes' instinct I proceeded to unravel the mystery. Calling Climie, the head pressman, I invited him into a private room and asked quite innocently: 'Ever had any racket with your men?'

" 'Oh, well, a couple of assistants down there have not been giving satisfaction, and I gave them a month's notice. Their time is not up for two weeks yet.' I secured their names and thanked him for the information. Then I went to the pressroom when the foreman was away, and called these two fellows to one side.

" 'What have you done to the ink, boys?'

" 'Nothing.'

" 'Oh, yes, you have,' I retorted, feeling that I was on the right ground, although I knew that I would have to do a good deal of bluffing. 'What trouble have you had with Climie?'

" 'Well, we had a few words with him, but we have done nothing to the ink.'

" 'Now, see here,' I said in cold, direct tones, looking each man in the eye. 'You fellows cannot put that over me. I have had a chemical analysis made of the ink. There is emery dust in it. That has been the cause of eating the surface from all the cuts for several days. Now own up and you can go, but remember, if you don't, there's a wagon waiting for you outside to take you to the cooler.'

"I could see that the two burly assistants were weakening. Finally Platt blurted out:

" 'Well, what if we did put dust in the ink? That son-of-a-gun, Climie, had no reason on earth to use us in the dirty way he did. We have taken his abuse and cussing long enough. This is no union shop. He has been working us overtime without giving us time and a half pay, the same as we should get. When we kicked, then he up and fired us. Yes, sir, we will do anything to get even with that cross-grained, two-faced sneak.'

" 'All right boys,' I said, 'that is all I want to know. I don't think you are of any further use here. Go to the office and get your money; it is waiting for you. You will be paid up to the end of the month.'

" 'Oh, yes, selling news print is fine fun. You make a contract with a large concern. You know that the quality of your paper is all right, and when you think that you have landed a year's contract safely, a rival sales manager, Andrews, who keeps tab on what opponents are doing, goes around to Carrick, head pressman, in the Chicago *Witness,* a few weeks before the agreement expires, and asks:

" 'How is the paper of the Birch Co. suiting you?'

" 'First rate.'

" 'Ever had any trouble with it?'

" 'No, very little.'

" 'Well, the contract soon expires, I believe.'

" 'Oh, I don't know. I guess so.'

" 'You think the paper would then—?' In an insinuating tone, after having first made inquiries regarding his man, he subtly whispers:

" 'Would it work as well if you had $100.'

" 'I do not know.'

" 'Well, say $200.'

" 'I am a business man.'

" 'All right, and so am I.' The cash is handed over. Carrick, the pressman, feels that he is under obligation to Andrews, and accordingly the tension strap on the press is not rightly adjusted. It is so arranged that the roll breaks perhaps three or four times of an evening. Carrick complains to Potter, the proprietor.

" 'That is strange; never had any trouble before.'

" 'No, but lately the product of the Birch Co. has been rotten.'

"The same complaints for three or four weeks are of almost daily occurrence. By and by, at a carefully timed occasion, when everything has gone wrong, Andrews slips into the *Witness* office and inquires of Potter how the paper of the Birch Co. is working.

" 'Well, it used to do very well, but has been decidedly off color of late; in fact, Carrick has been complaining a good deal. I am sick and tired of listening to his grievances.'

" 'Why don't you try our paper? We believe we can give you satisfaction. Supposing we ship you a carload of it, say fifteen tons. If it don't do the work, why you need not order any more.'

"The proposition, made at the psychological moment, Potter yields. The rival concern secures a foothold through double dealing, and you find that the contract for your company, which you expected to renew, has for some mysterious reason, vanished. 'Nuff said. Good night, boys, I'm going to bed.'

Advance in Engraving Prices

The engravers, also, must be installing cost systems. The 16th annual convention of the International Association of Photo-Engravers held recently in Boston, recommended the adoption of prices that are considerably above those that have been in force in Canada. These recommendations are as follows:

That the minimum square finish copper halftone should be sold for not less than $2.50.

That the minimum coarse-screen zinc news-tone should be sold for not less than $1.50.

That the minimum zinc etching should be sold for not less than $1.25.

Further, that for color work the minimum charges should be as follows:

Minimum	2-color, square finish	$16.50	min.	charge
"	2-color, vignette finish, time work for vignetting, etc.	20.00	"	"
Minimum	3-color, square finish	30.00	"	"
"	3-color, vignette finish, time charge for tooling, etc.	35.00	"	"
Minimum	4-color, square finish	35.00	"	"
"	4-color, vignette finish, time charge for tooling, etc.	40.00	"	"

Larger than minimum, add for extra work, such as vignetting.

Six Canadian engraving houses are members of the International Association of Photo-Engravers, viz: F. Wesley, St. John, N.B.; Smeaton Bros. and the Standard Photo-Engraving Co., of Montreal; Brigden's Limited and Grip Limited, of Toronto; and Ontario Engraving Co., of Hamilton.

Do Special Editions Pay?

SOME interesting opinions on the value of special editions have been collected by the *Fourth Estate*. While several publishers refused to state whether or not they found these issues profitable, quite a number gave a frank expression of their views on the subject.

The business manager of a well-known New York morning newspaper, which issues several special editions a year was emphatic in his statement that "specials" do pay.

"They pay, and they pay well," he said. "But you must not imply from this that the result can be summed up in dollars and cents a week after the edition is out when you have checked up your returns from the advertising and circulation managers.

"The value of the 'special' is in its reflex action. If the advertising department can meet the increased cost of production so much the better, but this is not the chief purpose of the modern 'special.' I have demonstrated over and over again that such editions do attract and interest new readers and that they add to the general tone and reputation of a paper.

"Formerly most of the large newspapers in the United States got out 'specials' for Christmas and Easter. These were the forerunners of the present day industrial and booster numbers. The holiday 'specials' paid and paid handsomely in dollars and cents, but in recent years it has been demonstrated that it is a better business policy to distribute the additional advertising in the regular editions leading up to the holidays. This gives the advertiser better service in every way.

"What is true of the holiday editions is probably also true of other special editions in so far as the advertiser is concerned. The benefit of the 'special' to-day arrives in the shape of general publicity for the newspaper itself."

The business manager of another large metropolitan daily is absolutely opposed to special editions. As he puts it:

"The advertisers look upon them as a hold-up game, the readers throw away all but the news pages, and they have never produced an appreciable increase in circulation for our paper.

"If a publisher is thinking of making an industrial special he had better consider the suggestion to put in special industrial features in the regular editions of his paper. This method will get the facts to the reader in small and simple doses, and will prove a thousand times more efficient to the advertiser.

"The use of special features, and not special editions, is the only way to approach the problem. Special editions can be made to pay in a small way, but usually they are of more benefit to the specialists who go about the country conducting them than they are to the publisher.

"The special feature has all the advantages of the special edition and none of its disadvantages. With the special feature you are adding to the appeal of the editorial department. Circulation is bound to follow efficient news and editorial service, and with these two in hand advertising comes as a matter of course.

"If increased or special advertising is attracted by the special feature it is business which is liable to stay. It has not been obtained in a 'boosting' frenzy, and seventy per cent. of it does not go into the pockets of the 'special' conductors."

A third prominent newspaper publisher is in favor of both the special feature and the special edition. He believes, however, that a special edition ought to have some other motive behind it than the mere desire of the publisher to "pound the bass drum." To quote him in part:

"I am in favor of special editions when there is something special to edit. There has been some remarkable work done along this line recently in the South with industrial numbers. This section has been developing very rapidly in recent years, and the editors down there have really had something to get 'special' about.

"A special edition under such circumstances is of distinct service to the community. Advertisers, readers and publisher get together in a kind of mutual admiration, hallelujah, revival meeting. It's good advertising for the community, for the merchant and for the newspaper.

"The feeling against the 'special' has grown out of the practice of turning out special editions which are only justified by the revenue taken from the advertiser at the point of a gun. I'm for the specials when there is something special to say. If it is of minor importance make it a special feature: if it is of real significance, give it a special edition."

Montreal Star's New Financial Editor

J. MILLER McCONNELL, who was recently appointed financial editor of the Montreal *Star* was born in New Glasgow, N.S., in 1870 and secured his early experience in newspaper work on a weekly published in that town. In 1887 he joined the staff of



J. MILLER McCONNELL
New financial editor, Montreal "Star."

the Montreal *Herald* and ten years later went to the Montreal *Star* with which he has since been continuously connected.

Mr. McConnell is a son of the late Robert McConnell, who also was a newspaper man, having occupied the position of editor on the Halifax *Chronicle*, the Moncton *Transcript* and the Montreal *Herald*.



The recent convention of the Alberta and Eastern British Columbia Press Association held at Nelson, B.C., on July 25-27.

C.P.A. Executive Committee Meets

THE collection and collocation of data regarding wage scales and conditions of labor in the various cities throughout Canada was decided upon at a meeting of the Executive Committee of the Canadian Press Association held in Toronto August 30. This work will be the first step toward the establishment of a labor department that will keep the daily newspapers of Canada in close touch with changes in wage scales and conditions of labor. Postal matters also were discussed and finally referred to the Postal Committee which will likely meet in October. Members who have any suggestions for the improvement of the postal service as it affects the carriage of newspapers should send them to the chairman of this committee. W. J. Taylor., Woodstock.

The secretary reported the completion of negotiations for the affiliation of the Western Canada Press Association and the Alberta and Eastern British Columbia Press Association with the Canadian Press Association. Cheques covering the membership fees to the close of 1912 of all members of the Western Associations have been received.

The following were received into individual membership:

F. L. Riggins, editor Port Colborne *Times;* H. W. Sabine, publisher Marmora *Herald;* Ewer C. Nichol, reporter, Cobalt *Daily Nugget;* F. Burd, business manager Vancouver *Daily Province;* W. C. Russell, advtg. manager Vancouver *Daily Province;* John Nelson, manager Vancouver *News-Advertiser;* D. Smith, sec'y-treas. Fort William *Times-Journal;* E. Stanley Bates, editor *Canadian Textile Journal,* Toronto; Margaret McMurchy, the Toronto *News;* Richard S. Ford, managing director Vancouver *Sun;* W. Templeton, president Victoria *Times;* Evelyn Macrae, editor *Canadian Churchman,* Toronto; B. B. Cooke, editor *Canadian Colliers,* Toronto; R. H. Davey, publisher *Argus,* St. Marys, and Walter S. Harris, Dyas Publishing Co., Toronto.

Weekly Newspaper Advertising Rates

SOME misunderstanding having developed in connection with the schedule of recommended minimum foreign advertising rates for weekly newspapers adopted by the Weekly Section of the Canadian Press Association at the recent meeting in Ottawa, a joint meeting of the Executive and Rate Card Committees of this section was held in Toronto on August 30th to reconsider the whole question. This meeting was of the opinion that as weekly newspapers seldom receive from advertising agencies contracts for 400 or 600 inches these spaces should be eliminated from the schedule. The rates recommended as minimum by this meeting are as follows:

Circulation:	500 and over	1000 and over	1500 and over	2000 and over	2500 and over	3000 and over	4000 and over
Contracts for:	Per inch	Per inch	Per inch	Per inch	Per inch	Per inch	Per inch
1 inch and over	.16	.20	.23	.25	.28	.30	.35
50 inches and over	.13	.15	.17	.18½	.21	.23	.26
100 inches and over	.08½	.09½	.11	.12	.13	.14	.16
200 inches and over	.07	.08	.09	.10	.11	.12	.14
Annual statements of banks and other financial corporations, whether having ordinary contracts or not	.24	.30	.35	.38	.42	.45	.53
Political and Election ads	.24	.30	.35	.38	.42	.45	.53

Above rates are suggested as minimums only. If your service is worth more, charge more.

The advisability of holding a meeting of the Weekly Section this fall or early next spring was also discussed by this meeting. *Printer and Publisher* was asked to announce that this question is being considered by the Executive Committee and to ask members of the Weekly Section to express their opinions regarding it in letters to the chairman, J. H. Rutherford, Owen Sound *Times,* or to *Printer and Publisher.*

Record Crowd at C.N.E. Press Day Luncheon

OVER 200 newspaper men registered at the Canadian Press Association booth in the Press Building on the Canadian National Exhibition grounds, Toronto, on Press Day, August 30. Although the majority of these were Ontario publishers, newspapers from such far-away points as St. Johns, Newfoundland, and the Pacific Coast were represented. The visiting pressmen were guests of the Exhibition directors at luncheon after which short addresses were given by John R. Bone, president Canadian Press Association G. A. W. McGiffin, president Toronto Press Club; W. M. O'Beirne, Stratford; Hon. M. L. C. McGrath, St. John's, Newfoundland; and Hugh Clark, Kincardine.

Maritime Pressmen Meet on September 4-6

THE Fourth Annual Meeting of the Maritime Press Association will be held in New Glasgow, N.S., on September 4, 5 and 6. The tentative programme of the convention is as follows:

WEDNESDAY, SEPTEMBER 4.

3.30 p.m. Enrollment; reports of officers and committees; president's address; reports of committees.

7.45 p.m. Is the press being lowered in the public estimation? B. B. Fox, Port Hood **Greetings.**
What can co-operation do for the publishers of the Maritime Provinces? H. G. Harris, Kentville **Advertiser.**

Address: P. T. McGrath, M. L. C., St. John's (Newf.) **Evening Chronicle.**

Reading of message from John R. Bone, Toronto **Star**, president Canadian Press Association.

THURSDAY, SEPTEMBER 5.

9.00 a.m. Discussion on motion: "Resolved the Maritime Press Association approve a minimum scale of advertising rates based upon circulation and request its members to recognize such scale as a standard; Discussion led by J. D. McDonald, Pictou **Advocate**
Discussion on motion: "Resolved that the payment of commissions to advertising agencies is unnecessary, and unbusinesslike, and in the opinion of the Maritime Press Association should be abolished." Discussion led by E. J. Parson, Sackville **Tribune.**
Suggestions for making the Maritime Press Association of greater benefit to daily newspaper publishers. Notes upon the recent annual meeting of the Canadian Press Association. A. R. Cella, Truro News.
Closer co-operation of the newspaper publishers of Canada. Message from John M. Imrie, secretary Canadian Press Association, Toronto, explaining work of that Association, and submitting proposal for affiliation; read by W. A. Craick, **Printer and Publisher**, Toronto.

1.00 p.m. Excursion to Pictou by water and trip on electric cars to coal mines, steel works and other industrial plants.

8.00 p.m.—Garden party, and reception.

FRIDAY, SEPTEMBER 6.

9.00 a.m. Discussion on motion: "Resolved that the Maritime Press Association affiliate with the Canadian Press Association on the terms submitted by Secretary Imrie at the Moncton meeting." Discussion led by R. L. Cotton, Charlottetown **Examiner** and T. M. Seeley. Report of Nominating Committee and election of officers.

Grey and Bruce Publishers Discuss Prices

NINETY per cent. of the newspaper and job printing plants in Grey and Bruce counties were represented at the meeting of the Grey and Bruce Counties' Press Association held in Hanover, Ont., on August 10. A uniform price list of job work based upon the C. P. A. average cost price list was adopted. The advertising rate cards adopted at the recent meeting of Weekly Section of the C. P. A. were very fully discussed but definite action regarding them was delayed until after the meeting of the Weekly Section Executive Committee on August 30.

Wm. McDonald, Chesley *Enterprise,* presided over the meeting. Among others who attended it were: Col. Hugh Clark and J. J. Hunter, Kincardine; E. Roy Sayles, Port Elgin; A. Logan, Wiarton; A. G. Stonecamp, Tiverton; H. A. Van Dusen, Tara; J. H. Rutherford, H. Fleming, H. Moffat, J. J. Pratt and A. Bond, Owen Sound; G. Mitchell, Hanover; Mrs. McConnell and C. Wesley, Walkerton; Mr. Secord, Meaford; T. Ramage and W. Irwin, Durham; O. Widmeyer, Ayton; and J. A. Johnson, Mildmay.

Huron County Publishers Adopt Uniform Price List

THE C. P. A. average-cost price-list of job work was approved by the Huron County Press Asociation at a meeting in Clinton on July 29. A selling price-list based on the figures in the average-cost list was adopted. The advertising rates recommended by the Weekly Section of the C. P. A. were discussed, but the Association decided to leave the matter of their adoption to the individual members.

Those present at the meeting were: H. B. Elliott, Wingham; W. H. Robertson and J. W. Vannotter, Goderich; Keith McLean and W. R. Veale, Seaforth; W. J. Mitchell and J. L. Kerr, Clinton; and J. H. Southcott, Exeter. It was decided to hold another meeting of the Association in October or November.

Changes in Western Ready Print Service

THE Winnipeg Saturday Post, Limited, Winnipeg, have discontinued their ready print service to western weeklies, and Miller and Richard are about to establish a similar service in connection with their Winnipeg branch. The Toronto Type Foundry Co., Ltd., have for many years operated a ready print department in connection with their Winnipeg office.



In connection with the recent convention of the Alberta and Eastern British Columbia Press Association at Nelson, B.C., an afternoon was spent at the South Slocan Fishing Pool. This snapshot was taken after the afternoon's fishing, as is evinced by the string of fish in the foreground.

NEWS ITEMS

BRITISH COLUMBIA.

Fred Williams, who has been recently connected with the Montreal press, has joined the staff of the Victoria Colonist.

James Hill, formerly of the staff of the Nelson Daily News, has joined the staff of the New Westminster British Columbian.

There is a rumor of a new weekly paper starting in opposition to the Vancouver Saturday Sunset, though nothing definite is yet known.

Four special cash prizes of $25 each are offered by the Vernon News for the best work done during the four closing weeks of a voting contest, that will conclude on Sept. 5th.

Charles Johnson is to publish a paper at Athalmar to be called the Columbia Valley Herald. He has purchased the plant of the defunct Moyie Leader, and is removing it to Athalmar.

E. J. David, of the Vancouver Sun editorial staff, is just getting around again after being laid up for two months with a badly cut foot. He will not be actively on his feet again for another two months.

The Architect, Builder and Engineer is the name of a new Vancouver publication, of which Clyde M. David is business manager and H. A. R. Macdonald, editor. It is proposed to make it a representative and up-to-date construction journal for British Columbia.

The Fort Fraser News has been established by A. C. Hirschfield, who at the time published the Atlin Claim, and later was connected with the business office of the Vancouver World. The paper is being published in Vancouver at first, Fort Fraser being located in the northern interior, where as yet there is not much settlement.

Among recent visitors to the Pacific Coast were J. S. Willison, editor Toronto News; E. F. Slack, managing editor Montreal Gazette; A. C. McPhee, Canadian Gazette, Montreal; T. Williamson, live stock editor, Toronto World; L. Scheff, representing a number of leading British journals, and Miss G. Binnie-Clark, representing Canadian Gazette, London, Eng.

Wood pulp, print, paper, and paper board manufactured from woods of British Columbia, from which the export restrictions were recently removed by the Legislature of the province, will be admitted to the United States free of duty under the operative clause of the Canadian Reciprocity Act, according to a decision made by the Secretary of the United States Treasury on August 10th.

Upon the occasion of his birthday, L. D. Taylor, editor of the Vancouver World, entertained the employes of the paper to a banquet at the Hotel Elysium, when nearly one hundred sat down. Additional interest was lent the occasion by the fact that Roland H. Hill, who has been telegraph editor of the World, was about to leave for New York, and R. T. Freeman, a member of the reporting staff, was about to get married. Opportunity was taken to include all three in the presentations. The toast of "The Old Man" was proposed by J. E. Norcross, and responded to by Mr. Taylor.

THE MIDDLE WEST.

A weekly newspaper will be established shortly in Milden, Sask.

W. J. Mahoney, publisher of the Minto Packet, has established a new weekly called Life at Ninnette.

A. J. N. Terrill, editor and manager of the Medicine Hat News, spent part of August in Ontario.

The Winnipeg Telegram will increase its advertising rates from 5 to 6 cents a line on October 1.

Harry Moore, formerly with the Montreal Herald, has joined the reportorial staff of the Winnipeg Tribune.

Another daily newspaper will shortly be established in Brandon, by interests that are friendly to the Liberal party.

Andrew Fraser will shortly commence the publication of a newspaper at Vanguard, a new town on the C.P.R. branch south east from Swift Current.

The Winnipeg Telegram is selling Webster's New Illustrated Dictionary for 98 cents to readers of the Telegram who present a coupon clipped from its columns.

M. R. Watkins, of the editorial staff of the London Statist, is in Western Canada to study industrial conditions looking to the investment of British Capital.

Theodore E. Quinby, of the Chicago Tribune, and William J. O'Neill, of the Chicago Inter-Ocean, were in Edmonton the latter part of August gathering material for a series of special stories.

Heuston and Holmes, who purchased the Prince Albert Herald from W. J. Mahoney a year ago sold it to Herman, Armstrong and Lawson, of the Saskatoon Star, on August 3.

Owing to the illness of the publisher and the calling away through sickness in the family of his assistant, the Stonewall Gazette issued a circular of explanation instead of its issue of August 16.

The eight ladies who secured the largest votes in the recent Summer Trip contest of the Moose Jaw Times, left that city on August 8 for a month's trip through Eastern Canada and the Eastern States.

A saddle pony, saddle and bridle, constitute the prize in a voting contest which has been announced by the Perdue Witness. Nominations of candidates will close on September 30, and the contest on December 18.

A. O. Lloyd has leased the Grandview Exponent and will act as its editor. A. G. Graham, the owner of the Exponent, is owner of the Canora Advertiser also, and will now devote his time to the interests of that newspaper.

W. G. Pickell, who recently disposed of the Minto Packet to W. J. Mahoney, has purchased the job printing plant of J. J. McCullough Printing Co., Portage la Prairie. Mr. Pickell spent a month in Ontario before settling down in Portage la Prairie.

Miss E. Cora Hind, commercial and agricultural editor of the Manitoba Free Press at Winnipeg, was in Edmonton the week of August 12, doing the agricultural and industrial exhibition, interprovincial live stock exposition and race meeting for her journal.

The Mirror, called "a journal of protest and conviction," made its bow at Edmonton, Alta., on Friday, August 23, with Mrs. Gertrude Balmer Watt as editor. R. Walker is business manager. The publication is eight pages of four columns each ,set wide measure, and is printed on book paper.

E. H. Garrison has resigned his position on the Edmonton Bulletin to become license inspector for the city in the office of the attorney general for the province of Alberta. Mr. Garrison was presented with a gold watch, suitably engraved, and an address when he left the Bulletin.

Roy S. Burns, formerly of the Edmonton Bulletin, has been editor and manager of the News, a new weekly at Grouard, Alta., at the head of Lesser Slave Lake. The News is a bright, breezy publication, devoted to the town of Grouard and the hinterland, which is filling up rapidly with homesteaders and dairy ranchers.

J. A. Aikin, publisher of the Saskatoon Phoenix, has purchased the Prince Albert Times. This is the second time the Times has changed hands within the past few months, it having been purchased in the interests of the Liberal party shortly before the recent provincial elections. Mr. Aikin will continue to publish the Phoenix, and will make considerable additions to the plant and building of the Times.

When the Tegler building is completed this summer the Edmonton Journal, now occupying a two-storey brick structure in First Street, will have one of the most pretentious homes in the Canadian Northwest. The plant will occupy two floors, each 80 by 100 feet, with a large press room in the basement. The Tegler building will be 150 by 150 feet, facing First, Elizabeth and Howard Streets. The first unit at First and Elizabeth Streets, is seven storeys. The rest will be eight storeys. However, only two storeys are to be finished this year. The structure, entirely of reinforced concrete, will cost about $450,000, of which $300,000 is for the new portion. One of the unique features of the improvement now under way is that the Journal plant will not be disturbed, the new structure being built around and over it. The office will have a handsome front of plate glass, bronze and stone to conform with the rest of the building, the floors are to be extended 24 feet, and the ceilings raised on the ground and second floors. M. R. Jennings, editor and general manager of the Journal, which is owned by the Canadian Newspapers, Limited, is a capable journalist and a thorough business man. He began his career in Buffalo, afterward being identified with the foremost journals in Montreal, Toronto and other cities in Canada. He also served a syndicate of newspapers during the Spanish-American war. He came to Edmonton three years ago, when the Journal was on its last legs, and built it up to a paying proposition. John MacLaren, formerly of Toronto, is business manager of the paper.

ONTARIO.

The Sarnia Post has been reduced to a six column paper. Chas. A. Bird is now managing editor.

O. A. Hicks has sold the Markham Sun to Fred Reesor, of Mount Joy, and is now in Western Canada.

R. D. Croft, of Croft & Wright, publishers of the Ailsa Craig Banner, will become a benedict this month.

W. F. Payne, news editor of the Winnipeg Free Press, visited his old home in Kent County, during August.

Frank Wickwire, who recently disposed of his newspaper interests in Huron County, is leaving for the West.

The Merrickville Star-Chronicle plant is being improved by the purchase of a Cottrell press and a folding machine.

J. F. MacKay, business manager of the Toronto Globe, sailed on August 31 for Europe, where he will spend the next couple of months.

Alfred McIsaacs, business manager of the Fort William Herald, spent the month of August at his former home on Prince Edward Island.

John Ross Robertson, publisher of the Toronto Telegram, will return on September 10 from Europe, where he has spent the past two months.

W. Redfern Brown, advertising manager of the Chatham News, has left to take a position on the advertising staff of E. M. Wilcox, Limited, Toronto.

T. H. Kay, formerly of the Palmerston Spectator, and now advertising manager for the Medicine Hat News, recently visited his old home at Palmerston.

D. J. Kenyon, who sixteen years ago founded the Wheatley Journal and is now in Toledo, Ohio, called on T. Frank Eppelt, the present proprietor, early in August.

B. A. Seely makes the claim that he is now publishing "four and one-half newspapers." The extra half is a ready-print outside for the Merrickville Star-Chronicle.

A. Rogers, of Mount Forest, had charge of the Palmerston Spectator for a couple of weeks recently in the absence of editor T. H. Bywater, the latter visiting his old home in Trenton.

C. H. Hale, of the Orillia Packet, returned on August 17 from a month's holiday in the Maritime Provinces. Mr. Hale was ill for a couple of months before leaving on this trip, but has fully recovered.

James M. Maxwell, formerly associated with the J. S. Robertson Advertising Agency, Toronto, and now advertising manager of the Regina Province, spent part of August in Ontario on a business trip.

The Mount Forest Sun, which was established two years ago by parties opposed to the policy of the Confederate and Representative of the same town in supporting local option has suspended publication.

J. S. Willison, managing editor of The Toronto News, is accompanying Hon. W. J. Hanna, Provincial Secretary, on a trip to the Pacific Coast. While en route he is addressing several Canadian Clubs.

Industrial and Technical Press, Limited, secured incorporation on August 12, and will have offices in Toronto and Montreal. This company has purchased Pulp and Paper Magazine from Biggar-Wilson, Limited.

Harry C. Maisonville, a former Windsor Newspaperman and latterly on the Detroit Free Press staff, has been appointed to succeed W. C. Radcliffe as chief of the advertising department of the Pere Marquette Railroad Company.

The Executive Committee of the Associated Advertising Clubs of America will meet in Toronto on September 4 and 5. This meeting will bring to that city W. C. Freeman, manager of the New York Evening Mail and other leading advertising men of United States.

W. A. Lydiatt, president of the Canadian Division of the Associated Ad Clubs, and for the past two years one of the executives of J. J. Gibbons, Limited, Toronto, has been appointed manager of the subscription departments of the Butterick Trio and Everybody's Magazine.

The publishers of the Planet and News of Chatham have signed an agreement with the local typographical union. The agreement provides for a 20 per cent. increase in the scale, otherwise $12 per week of 48 hours, with time and one-half for overtime and double time for Sundays and holidays.

A new building is being erected at the corner of Sheppard and Richmond Streets, Toronto, for the joint occupancy of Grip, Limited, and the publishing and advertising agency interests of H. Gagnier. The building will be completed about the middle of October, and will be called the Graphic Arts Building.

The committee in charge of the Alberta and British Columbia Cost Congress to be held at Calgary on September 4 and 5 endeavored to secure Hal. B. Donly, of the Simcoe Reformer, as one of the speakers. They offered to pay his expenses to and from Calgary, but Mr. Donly could not spare the time at this busy season of the year.

The Alvinston Free Press again changed hands on August 1st. Harry Moore, the late publisher, is succeeded in the editorial chair by J. W. Kedwell, late of Regina, Sask., but for twelve years prior to October, 1910, editor and manager of The Petrolea Topic. Mr. Moore will now devote his whole attention to The Sambra Outlook and Courtright Tribune.

The weekly luncheons of the Toronto Ad. Club commenced for the fall season on August 27th, when W. J. Solomon, manager of Gagnier Advertising Service, spoke on "How to Develop an Advertising Campaign." The question of whether the Toronto Ad. Club will endeavor to secure for Toronto the 1914 convention of the Associated Advertising Clubs of America will be decided at the annual meeting on September 17.

A rather unusual and unique proceeding took place at the Journal office on August 15, when, on its big Hoe press, the installation of which had just been completed, the edition of the Ottawa Valley Journal was "run off" at the same time that the Evening Journal was being printed. It was interesting to notice one folder delivering one paper and the neighboring folder rolling out another. The Journal's new press, which is really two presses in one, is electrically driven and controlled throughout.

The Brockville Times has the following explanation in its issue of August 7: "Many thanks!—The Brockville Times was delayed somewhat in issue yesterday, owing to a minor mishap in its mechanical department, but by the kindness of the Recorder was enabled to appear in course of time. By an odd coincidence it was the first time the Recorder has been printed on its new web press, so that the Brockville Times shares with its 'loathsome contemporary, etc.,' the honor of the initial edition. The Brockville Times wishes the Recorder's new press long life, many happy (re)turns, and a freedom from all mishaps!"

Emmanuel McKay, one of the veteran newspapermen of Western Ontario, died at Strathroy the latter part of July, aged 75. Mr. McKay founded in the early 70's the East Kent Plaindealer, of Ridgetown, which he successfully conducted till 1898, when he disposed of the paper to the present proprietor, Geo. J. Claxton. From Ridgetown he went to Leamington, where he had charge of the Leamington News till that paper was combined with the Leamington Post. Since retiring from newspaper work, he has been engaged in the real estate business. Mr. McKay was a clever writer and a good public speaker. W. H. Hellems, of the Kingsville Reporter, and Chas. Clark, of the Comber Herald, were graduated from his office in Ridgetown.

The Rev. Chas. W. Casson, who was formerly a pastor of the Unitarian Church in Ottawa, has resigned his charge in the Dorchester Unitarian Church, Boston, to become a member of the Ottawa Citizen staff, as assistant to Col. Morrison, the editor-in-chief. Mr. Casson has for some time been contributing editorial articles to the Citizen, and is a capable writer. In announcing his withdrawal from the pulpit, Mr. Casson said:—"Men who would refuse to enter a church to hear certain truths would read the same truth in a newspaper and applaud it." He expects to accomplish more good in his new sphere of activity than he did as a minister. Besides, he is a Canadian, the son of Rev. Wesley Casson, of Toronto. Col. Morrison, with whom he will be associated, and in whose absence he will be acting editor-in-chief, leaves shortly as staff officer to Col. the Hon. Sam Hughes, Minister of Militia, to attend the autumn manoeuvres of the British army.

QUEBEC.

Kennedy Crone is now editing Canadian Women.

Brenton A. MacNab, editor-in-chief of the Montreal Star has returned from Europe.

M. Gelbman has established in Montreal a new Hebrew paper called Canadian Jewish Times.

Walter Stead has left the staff of the Lovell Co., Limited Montreal, to join the staff of the Verdun Echo.

R. J. Slater, of Le Prix Courant, Montreal, has returned from a lengthy business trip in United States.

La Presse, of Montreal, has issued maps showing in a graphic manner the distribution of their circulation in Quebec Province.

W. J. Cameron, advertising representative of the Financial Times, Montreal, is now on a business trip through Western Canada.

James J. Gallagher, Montreal manager of the Acton Publishing Co., Limited, has succeeded W. M. Stuart, of the Montreal Standard, as secretary of the Canadian Division of the British Institute of Journalists.

MARITIME PROVINCES.

F. B. Ellis, of the St. John Globe, with Mrs. Ellis, has returned from Lake Utopia, where they spent a pleasant vacation.

The first issue of the Newcastle Advocate under the new management appeared on August 15.

The Campbellton Graphic is conducting a circulation contest, giving pianos as the inducement for collecting new subscriptions or those in arrears.

Among recent visitors to St. John were Stanley K. Smith, formerly of the St. John Telegraph staff, but now with the Ottawa Journal, and W. E. Hopper, formerly of the St. John Times staff, but now with the Montreal office of the Dry Goods Review.

The Board of Trade of Fredericton has decided to commence an active publicity campaign and the management (through the office of permanent secretary), has been given to George M. McDade, formerly on the staff of the St. John Sun, and also with the Montreal Star for a time. Mr. McDade acted as secretary and publicity agent during the Old Home Week celebration which was a marked success, and his services were greatly appreciated by the Fredericton Board of Trade members with the result that his position has been made permanent.

The Fredericton Mail was defendant in a suit brought last month by Mrs. Mable E. Murphy who claimed the Mail did not treat her according to the terms of the contract in a recent subscription contest. The plaintiff secured judgment for $400.

John R. Nugent, a graduate of St. Joseph's College Memramcook, this year with valedictorian honors, has joined the reportorial staff of the St. Joseph Telegraph. P. O'Leary is another recent acquisition. Stewart H. Taylor, who has for many years been engaged with the Telegraph, has severed his connection with that paper and will accordingly go into the real estate business.

NEWFOUNDLAND.

A Sunday newspaper, [illegible] established in St. John's shortly.

A. L. Bartlett, manager of the Western Star, Curling, broke ground for his new building on August 2.

P. Summers, editor of the St. John's Herald, made a tour of the East coast during the latter part of June and first half of August.

The Twillingate Sun has installed a new press and will shortly enlarge the present size of the newspaper.

Hon. J. Alex. Robinson, editor-in-chief of the St. John's Daily News and Free Press, was recently guide on a tour of the island. He visited several points along the west coast of Labrador also.

At the annual St. John's Regatta, which took place on Wednesday, August 7, the Press race was won by the crew of the Daily News, with the Herald team as second. This is the third time the News crew has won first place.

J. D. S. Barrett, founder of the Blairmore Enterprise and other Alberta weeklies, spent a week during August with his brother, the manager of the Western Star, Curling, and is now at Twillingate, where he will spend several months before returning to Western Canada.

Hickok Ruling Machines



Paging Machines — Standing Presses
Board Shears — Embossing Presses
Signature Presses — Backing Presses

Sole Agents:

MILLER & RICHARD

TRADE NOTES

PREMIER PRESSES SELLING WELL.

During the past four weeks Munton Bros. sold nine Premier presses evidence surely, that the printers of Canada are recognizing the value of this machine.

NEW SPRING SAMPLE BOOK.

The Rolland Paper Co. have just issued an attractive Spring sample book, which will be interesting to all printers and will be sent on enquiry. The firm have made a number of improvements so they print which puts them in even better position to supply the wants of their many patrons who are looking for good bond made in Canada.

SALES OF KARL KRAUSE MACHINES.

Some idea of the extent of the business of Karl Krause, of Leipzig, may be gathered from the fact that during 1911 they sold 3,414 machines and since the inception of the business they have built and sold over 125,000 separate machines. The average daily output is now 25 finished bookbinders' and printers' machines (25 a month). Karl Krause machines are shipped to all parts of the world. Any of the Canadian dealers are in a position to supply particulars of their machines, and the J. L. Morrison Co., Toronto, carry a complete line continually in stock. They have many machines that are particularly adaptable to Canadian conditions.

PROFIT IN USING TYPOGRAPHIC NUMBERING MACHINES.

For some years past the Wetter Numbering Machine Co., Brooklyn, N.Y., tried to interest one of the large bank note companies in its type high numbering machines for use on printing presses. They had been numbering all their bond coupons on the regular foot power paging machine. This concern became interested to the extent of purchasing fifty machines, and at the end of three months trial they ordered another lot of fifty machines, and within six months their outfit consisted of fifteen platen presses, each equipped with fifty machines. The firm decided on the Wetter machine because it was absolutely necessary to have every figure printed very plainly on hard paper. The investigation they made convinced them that the drop pins, being on the Wetter machine, the only machine that would hold up for this exacting work.

NEW FACTORY OF AMERICAN NUMBERING MACHINE CO.

The accompanying illustration shows the new factory of the American Numbering Machine Co., Brooklyn, N.Y. It has been specially constructed for the manufacture of numbering machines and gives facilities for turning out from 200 to 300 machines a week. The fact that this is the [illegible] years the American Numbering Machine Co. has had to increase its plant which would seem to indicate a growing appreciation of the merits of its model "F" machine.



J. L. MORRISON CO. EXHIBIT AT TORONTO FAIR.

An exhibit at the Canadian National Exhibition, Toronto, that was of special interest to printers and publishers was that of J. L. Morrison Co., Toronto. This company showed its full line of "Perfection" wire stitching machines; also its line of bookbinders' and paper box makers' glue room appliances, including "Advance" glue heaters for electricity, gas and steam, as used for central sources of supply and bench use.

MANAGER OF AMALGAMATED INK FIRM.

Herbert H. Phillips, manager of the amalgamated business of Charles Bush, Limited, and the Queen City Printing Ink Co., joined the former company in April, 1909, having previously been employed as superintendent of Grip, Limited. In August, 1910, he



HERBERT H. PHILLIPS

bought out the interest of Mr. Charles Bush and continued the business under the same name. In November, 1911, Mr. W. T. Merry, who had been connected with the Methodist Book Room for 28 years, joined the firm and on May 1, 1912, Charles Bush, Limited, purchased the premises, plant and stock of the Queen City Co., and moved to 105-111 Davenport Road, Toronto.

NEW FACTORY OF THE INTERNATIONAL TYPESETTING MACHINE COMPANY.

The International Typesetting Machine Company, which was organized by Herman Ridder, and some of his friends in the publishing business, has just completed the construction of its new factory, located at the foot of Montague Street, Brooklyn, New York. The factory is built of reinforced concrete, is fireproof throughout, and was specially designed for the manufacture of typesetting machines. It consists of two wings, 227 and 167 feet long, containing over eighty thousand square feet of floor space. Ample provision has been made for increased manufacturing facilities, the company having an option on the property immediately north of the present building. The matrix and spaceband departments will be located on the top floor, where

Learn at Home to Be an Operator
THALER KEYBOARD
Exact facsimile of Mergenthaler Keyboard; same touch; bell announces finish of line; instruction book of 22 pages. Price $5.00.
Seven years of success, thousands in use. Get the keyboard down fine, the rest is easy.
THALER KEYBOARD CO.
505 P Street, N. W. -:- WASHINGTON, D. C.
Can also be purchased at all agencies of the Mergenthaler Linotype Company, United States and Canada.



FOR SALE
REDINGTON COUNTERS
Used on all kinds of printing machinery. Accurate and always reliable.
Price $6.00
Carried in stock by all branches
TORONTO TYPE FOUNDRY CO., LIMITED

Buntin Gillies & Co. Limited
B & G

Semi-Annual Price List

Number 23
Was Issued in August

It is the latest bulletin of Canadian prices of Printers' Supplies. If you did not receive a copy write for one.

PREPARE FOR

Fall Fairs

by purchasing a stock of the following

Railroad Ticket Board

No. 2 Quality

Blue	Cardinal	Coral
Green	Orange Red	Yellow

22x28 4 ply $2.75 per 100 sheets
6 " 3.50 " " "

No. 1 Quality

Blue	Cardinal	Cherry
Green	Orange Red	Yellow

22x28 4 ply $3.00 per 100 sheets
6 " 4.00 " " "
8 " 5.00 " " "

Colored Poster Paper

5c. per lb.

Blue	Green	Orange
Pink	Rose	Yellow

24½x36½ 28 lb. lapped
28 " folded
35 " "
27x41 38 " "

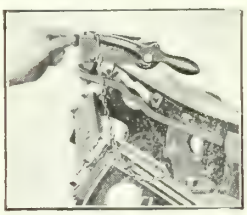
Use "Stic-Tite" the Unexcelled Powder Paste

B & G
Hamilton and Montreal.

ample light is provided for the careful and accurate manufacturing required to produce these parts. On the second floor, the light manufacturing department will make keyboards, magazines, first and second elevator parts, assemblers and molds. The assembling department and the heavy machine department will be located on the ground floor. The company, which is at present employing over three hundred people, is now moving the three plants it has been operating into the new building, and will increase its force to about seven hundred hands. The building was erected in record time, despite unfortunate weather conditions, and the company will no doubt be able to keep its promise to furnish supplies to the trade in November, and machines in January next.



New factory of the International Typesetting Machine Co.



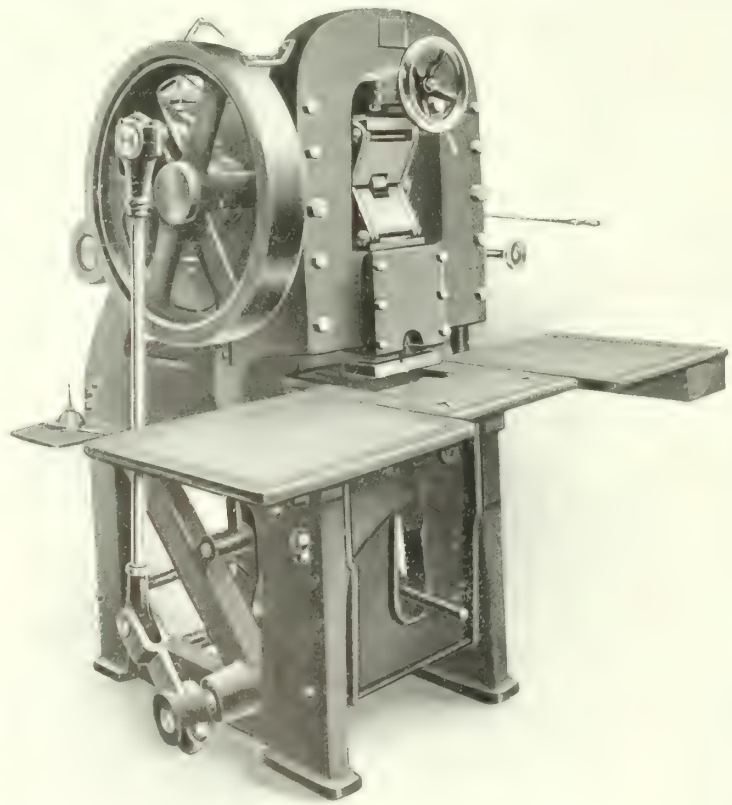
MAKE MONEY by attaching **NEW CENTURY FOUNTAINS** to your jobbers. The perfection of fountains. Will increase press output from 3,000 to 5,000 a day on steady runs. No readjusting after washup or when changing impressions. One-screw ink feed. One-screw roller contact. Will not mark the prints. Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench. Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS—*More Impressions* and *Better Work*.

For Chandler & Price, Challenge, and Gordon Presses

Get a descriptive circular from your dealer.

THE WAGNER MFG. CO., Scranton, Pa.

TORONTO TYPE FOUNDRY CO., LIMITED, Sole Selling Agents in Canada



CARVER AUTOMATIC DIE PRESS

STANDS FOR

Economy of Production
Greatest Variety of Work
Perfect Register
Increased Output
Profits for the Printer

The Jewellers' Box Lid Feeding Device Makes Carver Presses Unique

Sole Canadian Agents

Miller & Richard

A GIANT INFLUENCE *In a* GIANT INDUSTRY

THE MONOTYPE, from small beginnings, has grown to giant strength. Only ten years ago, it was a baby. The tiny floor-space which we found ample in 1902, compared with our new factory (which we shall occupy in October and shall find none too large for us) gives a convincing record of growth—and growth, in this modern business world, means something more than life; it means *merit*.

Our success has been built, first of all, upon the superiority of our machine in performance; second, upon broad-gauge and straight-forward selling-methods; third, upon a policy of giving old customers the benefit of every improvement made in the machine. There is only one model Monotype and it's always the latest.

Ask Monotype printers who know. They will tell you why the Monotype is endorsed by the big and little printers who make their composing rooms pay.

The Monotype, a composing machine and a type caster in one, is the machine that made quality a tangible, practical factor which the printer turns into cash. In short, the Monotype put the remunerative features of taste and beauty into machine work.

LANSTON MONOTYPE MACHINE CO.

PHILADELPHIA

NEW YORK BOSTON CHICAGO

MILLER & RICHARD, *Canadian Representatives*, TORONTO and WINNIPEG

358

A Modern Force in Business

ADVERTISING has established a new order of things in commerce. It has become a mighty power in business progress; a complex yet comprehensive transmitter of many parts for the distribution and selling of merchandise and service.

Its function is fivefold:

To enlighten or educate—to create new wants or to satisfy old ones—to protect and foster legitimate enterprise—to establish a medium of understanding between buyer and seller as a basis for mutual profit and advantage—to prescribe an economical price and the maintenance of a fixed standard of quality.

None know better than the buying public how well these functions have been fulfilled.

Modern advertising has given us an insight into various manufacturing processes. The producer has taken us, the consumers, into his confidence and told us just how his mince meat, his flour, his clothing, etc., is made. We know why certain things should or should not be. Advertising has told us—broadened our understanding and guided our judgment.

Modern advertising has enabled us to unlock the treasure house of the world's divinest melodies through the medium of the player-piano. The motor car has lengthened the business day and brought the fragrant countryside to our door. Men shave in comfort in ten minutes where they used to take twenty. A magic bottle provides us with cold drinks with the weather at 90 degrees or gives us a warm beverage when Jack Frost dips at 40 below.

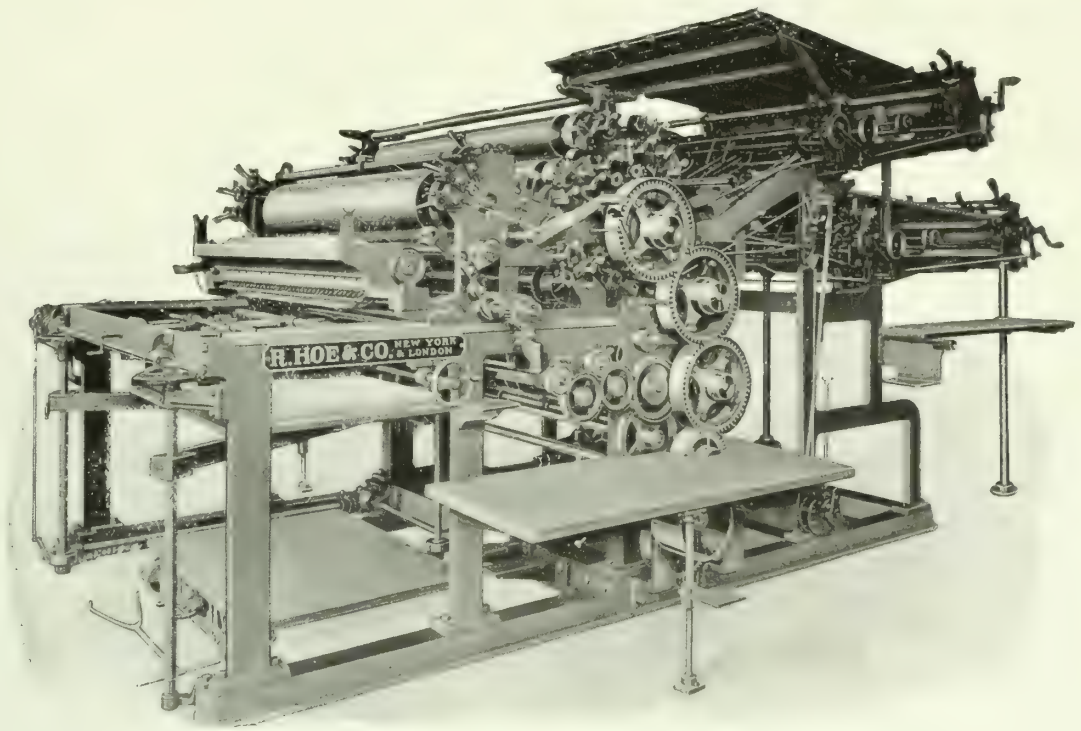
Modern advertising has elevated the standard of business ethics. It protects the manufacturer from unscrupulous competition and the consumer from base imitation. It conserves trade—extends business—creates good will. It enables the corporation, the manufacturer or private individual on trial to take his case directly to the public, and to secure the public's judgment on his policy or character based purely upon their respective merits.

Modern advertising has opened up new opportunities to the oppressed and poor of far-off lands. It has turned an unceasing tide of immigration to new countries. It has developed nations, and made the name of the New World a promise of better things among the people of the Old.

All this advertising has done and will continue to do. It is the ever-increasing influence for the advancement of mankind—the most potent, indeed, of the many forces influencing human action.

Advice regarding your advertising problems is available through any good advertising agency or the Secretary of the Canadian Press Association, Room 503, Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write if interested.

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ROTARY ART PRESS

FOR HIGH GRADE PRINTING

A Radical Departure in Sheet-Fed Rotary Presses, introducing a new principle which doubles the output without increasing the running speed. Prints at every revolution of the cylinders and does the finest work at rotary speed.

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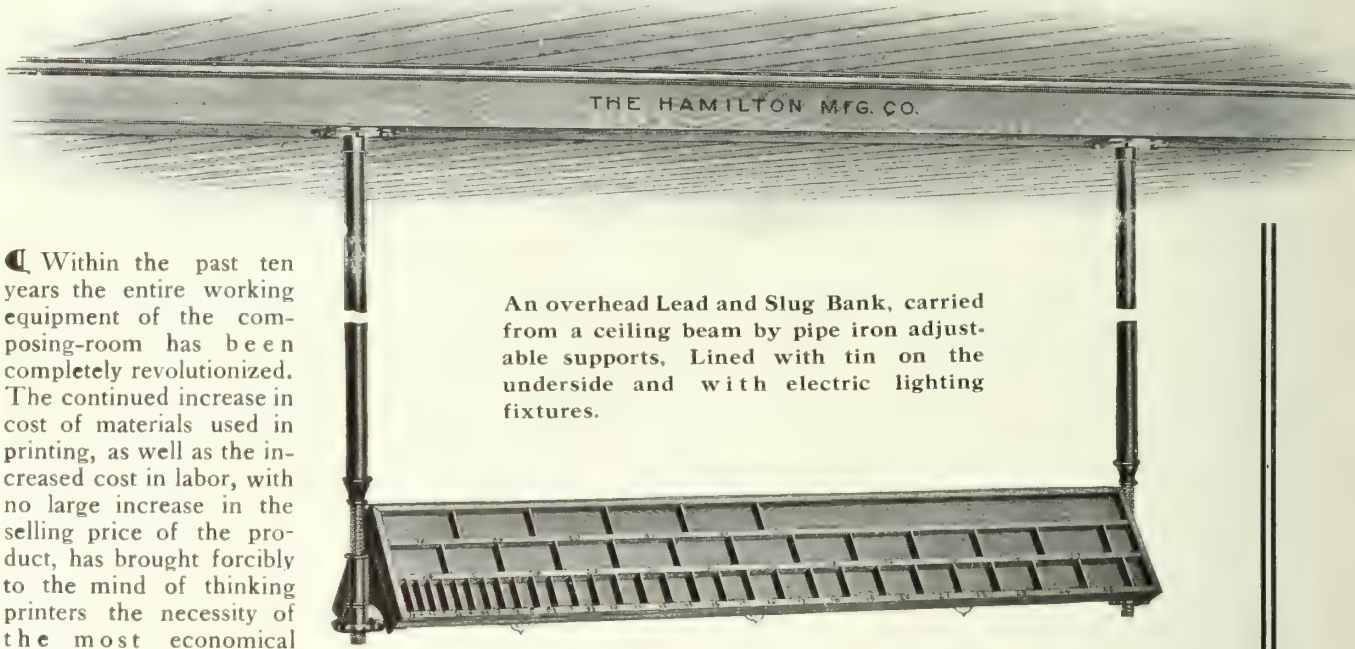
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Hamilton's MODERNIZED COMPOSING-ROOM FURNITURE

Now available in WOOD or STEEL

Catalog of all-steel composing-room furniture now ready. A copy will be sent to all inquiring printers interested in steel equipments.



An overhead Lead and Slug Bank, carried from a ceiling beam by pipe iron adjustable supports, Lined with tin on the underside and with electric lighting fixtures.

¶ Within the past ten years the entire working equipment of the composing-room has been completely revolutionized. The continued increase in cost of materials used in printing, as well as the increased cost in labor, with no large increase in the selling price of the product, has brought forcibly to the mind of thinking printers the necessity of the most economical arrangement possible to obtain. Necessity is truly the mother of invention. Hundreds of printers have seen the light and have rearranged their composing-rooms. Hundreds of other printers will be forced by competition to make the change. The leaders in this movement are the leaders in the printing business.

¶ Furniture that served the printer ten years ago is obsolete now. The best equipment made of wood with which few printers are as yet equipped is now second in point of efficiency and economy to the steel equipment just entering the field. Why should thousands of printers lag in the procession and trail behind the few who reap the greatest benefit by first observing the necessity of the change? The cost of production lies largely in the composing-room. It is possible to save from 25 to 50% in the floor space and from 10 to 25% in the composing-room labor. This fact should be an incentive to every wide-awake printer to give the question of rearrangement of the composing-room the most careful consideration. An expert printing-office engineer is available at all times to show what can be done.

¶ The value of Lead and Slug Banks conveniently located over Stone Frames, Make-up Tables, Break-up Banks and other articles of Composing-Room Furniture is now generally recognized by the best printers who have an eye open to systematic arrangement of material and consequent cost reduction.

¶ These banks utilize overhead space otherwise wasted, and they put the material in the best possible position for rapid handling.

¶ They can be supplied in various patterns, with or without lighting fixtures and in any required size. They can be hung from the ceiling by means of iron supports, adjustable or fixed, or supported by uprights attached to the ends of the Stone Frame or other piece of furniture.

¶ We have a descriptive circular showing other illustrations of Supported Lead and Slugs Banks with approximate prices. This will be mailed promptly to any printer interested in this improved arrangement.

Ask for a copy of "COMPOSING ROOM ECONOMY," showing floor plans of thirty-two modernized composing rooms in some of the leading printing plants in the United States.

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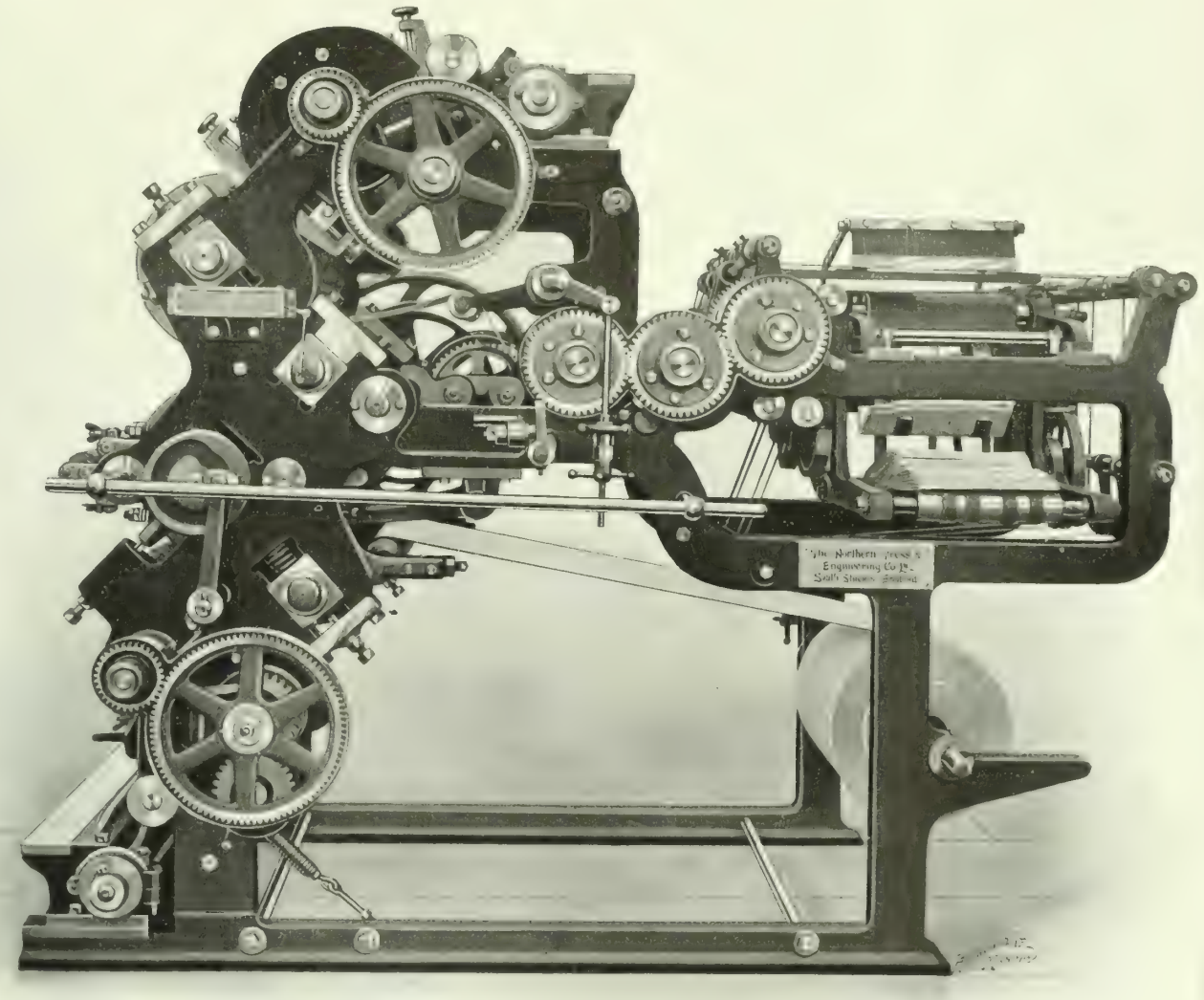
Toronto Type Foundry Co. { Toronto, 70 York St. / Montreal, 345 Craig St., W. / Winnipeg 175 McDermot Ave., E. / Calgary, Alberta. / Regina, Saskatchewan. / E. S. Lister, Fredericton, N.B.

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The speed of this press is 10,000 an hour. It can also be made to deliver the Bulletins or Bills on open delivery and in one or three colors.

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Makers of Rotary Newspaper Printing and Folding Machines of all classes, printing from 1 to 8 rolls of paper. Also makers of the "Norpress" Flat Bed Web Printing and Folding Machine and the "Multiplate" Plate Casting and Finishing Machine.

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"	" 5	. . . .	100	"

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to E. PULLAN

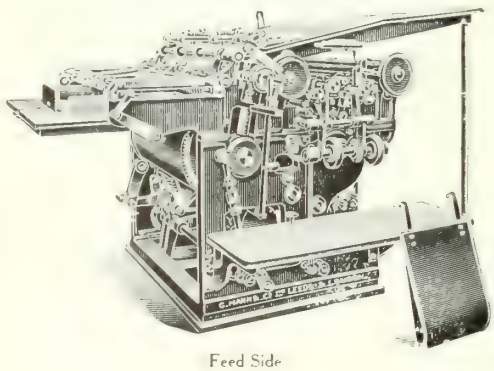
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CENTS

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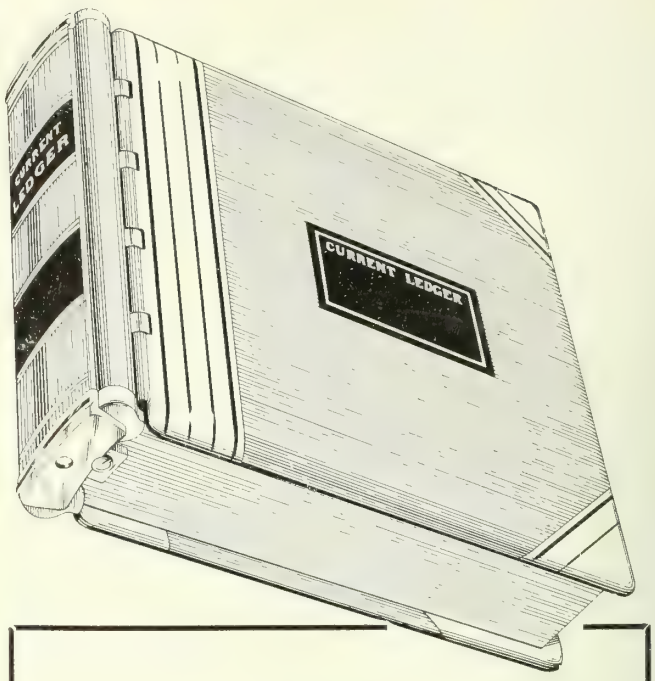
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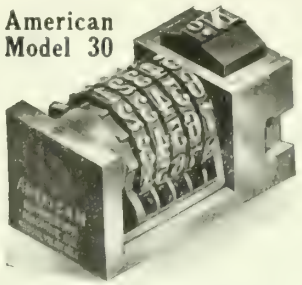
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Barber Paper & Coating Mills, Ltd., Georgetown, Ont.
Canada Paper Co., 112 Bay St., Toronto.
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Manton Bros., 105 Elizabeth St., Toronto.
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Eastern Sales Co., 1523 People's Gas Bldg., Chicago, Ill.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 122 Bay Street, Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

TAGS.

Dennison Mfg. Co., 26 Franklin St., Boston, Mass.

TYPE CASTING AND TYPESETTING MACHINES.

Canadian Linotype, Ltd., 36 Lombard St., Toronto.
Lanston Monotype Machine Co., Philadelphia, Pa.
Thompson Type Machine Co., 624-632 Sherman St., Chicago, Ill.
Universal Typemaking Machine Co., 321-323 North St., Chicago, Ill.

TYPE FOUNDERS.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Blackfriars Type Foundry, 154-156 Blackfriars Rd., London S.E., England.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., Canadian Branch, 122 Bay St., Toronto, Canada.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

WOOD GOODS.

Hamilton Mfg. Co., Two Rivers, Wis.
Stephenson, Blake & Co., 122 Bay St., Toronto.

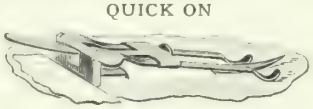
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Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

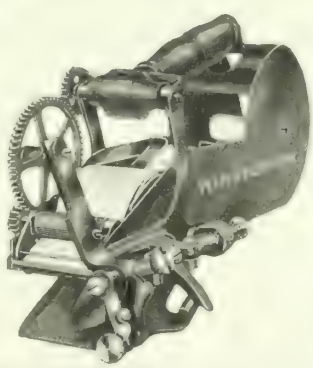
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ARE THE BEST
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They are for sale by all Printers' Supply Houses.

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GREENFIELD, - MASS.



Mr. Printer—If you cannot get our

Patent Non-Curling GUMMED PAPER

from your Paper Dealer write us here please for you cannot afford to use the Curly sort.

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PRINTING AND LITHO INKS

With the acquisition of the premises and plant of the Queen City Printing Ink Co. of Canada, Limited, we are in a better position than ever before to give first class satisfaction in Printing and Litho Inks. We guarantee the best possible value for the money.

PRINTERS' ROLLERS

We have been told by many firms that we manufacture the best rollers in Toronto. Do you not think it would pay to give us a trial? We guarantee satisfaction.

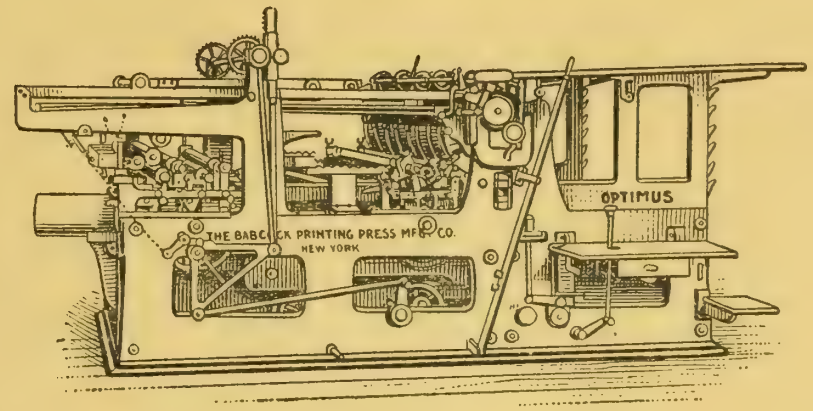
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MANUFACTURERS OF

PRINTING AND LITHO INKS
PRINTERS' ROLLERS AND PADDING GUM

105-111 DAVENPORT ROAD
1-3 BISHOP ST.

TORONTO - - CANADA



The BABCOCK "OPTIMUS"

If printing is your business, you will never be rushed with work, unless it is understood that your presses are

STRONG, ACCURATE and SWIFT

Moreover, there are any number of time and labor saving devices, worth dollars on every job, that are essential to success in the printing-office. Some two-revolutions have some of them, and others have a part of them, but

THE BABCOCK "OPTIMUS"

embodies every reasonable, profitable device for which the printer has as yet expressed a desire.

The "Optimus" is built for your longest runs, your heaviest forms, and your most difficult printing, that must be done perfectly and speedily, and *it will not fail.* The reasons why are built into it. Write to us and let us tell you about them.

RUN THE BABCOCK "OPTIMUS"

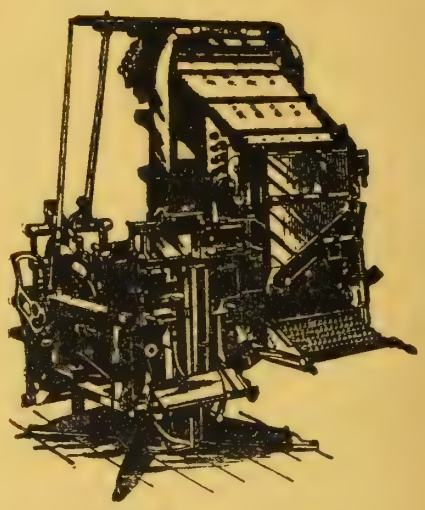
and *you will know that our best advertisements are not printed—they print.*

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

MILLER & RICHARD GENERAL AGENTS FOR CANADA TORONTO, ONT., AND WINNIPEG, MAN.



QUICK CHANGE MODEL 8
Three Magazine Linotype



QUICK CHANGE MODEL 9
Four Magazine Linotype

YOU WHO PAY THE BILLS

Will find by careful figuring that a Linotype will earn its cost within the time allowed for payment—earn it by preventing losses; by increasing product; by freeing you from the eternal drain of buying type and sorts; by enlarging your facilities; by making better pleased customers and more of them.

There's no end of job work a Linotype will do profitably—Books, Pamphlets, Tariffs, Catalogues, or works of reference requiring intricate tabular or mixed composition. Gives you 720 characters on one machine; more than 500 different faces to choose from; every size from 5 to 36 point.

The Linotype Way is the Only Way.

CANADIAN LINOTYPE LIMITED

FORMERLY THE MERGENTHALER CO., LIMITED

35 and 39 LOMBARD STREET, TORONTO, CANADA

Vol. 21 Toronto, October, 1912 No. 10

PRINTER & PUBLISHER



The MacLean Publishing Company Limited

BUCKEYE COVERS

The Standard Cover Papers for Economically Effective Business Literature.

Our big September advertisements seem to have filled a long-felt want in the printing business. We've been busy all month sending "proofs" to interested printers. Yours are ready to go forward when you ask for them.

You doubtless *know* BUCKEYE COVERS already. Probably you recognize them as the best covers you can buy at anywhere near the price. You cannot fully realize their "economical effectiveness," however, until you've seen the Buckeye "Traveling Demonstation."

The best proof that you can "give more and get more" by using BUCKEYE COVERS, is the fact that hundreds of other printers are already doing it. The Buckeye "Traveling Demonstration" shows you how. You ought to have it on your desk.

BUCKEYE COVERS are *popular* because they are *profitable*. They are the biggest sellers, because the biggest values, ever offered by a paper mill. The printers who use them most are the printers who make the most money. Why not join the order?

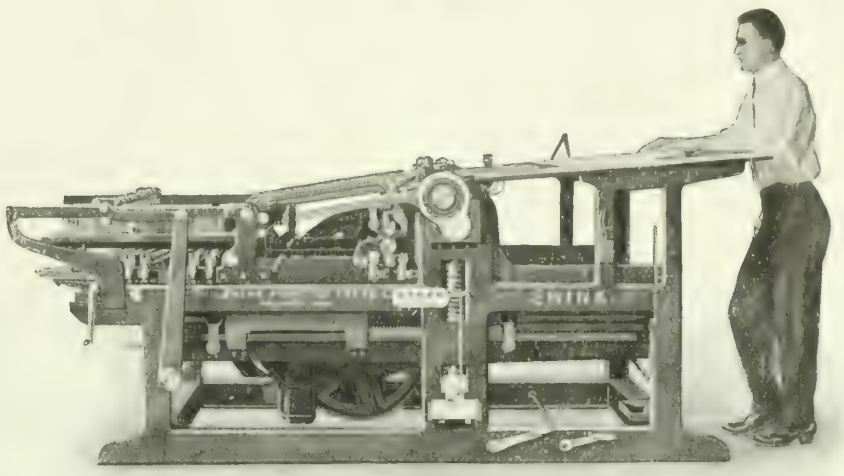
BUCKEYE COVERS are now made in 16 colors, 4 finishes and 4 weights, including double thick. Sample book No. 1 shows single thick weights in 16 colors. Sample book No. 2 shows double thick and ripple finish in all colors. Either book or both, with or without the "Traveling Demonstration," will be sent free to any printer or printing buyer on request. Use business letterhead, and address Department P.

THE BECKETT PAPER COMPANY

Makers of Good Paper in Hamilton, Ohio, since 1848

HOWARD SMITH PAPER CO., Limited
MONTREAL

JOHN MARTIN PAPER CO., Limited
WINNIPEG



TRUE ECONOMY

is shown not so much by frugality as by judicious expenditure. In a purchase of

THE SWINK
HIGH GRADE PRESS

true economy is shown, for the printer secures not only the maximum of efficiency in a printing press, but secures it at a most reasonable price—a price within the reach of any printer in the market for a printing press of this class.

The Swink High Grade Press will also prove a profitable investment. The quality and quantity of its output will easily enable you to secure a price for your product that will leave an excellent margin of profit.

The strength and perfection of its construction, the smoothness of the bed motion, the uniformly perfect register, the sharp and clear impression possible, the accuracy of the delivery and jogging attachments which prevent all possible offsetting and smudging though running at highest speed—together with the price—make the Swink High Grade Press the most serviceable, economical and profit-earning press you could install.

Our booklet containing personal letters of recommendation from one printer to another will certainly interest you.

Why not write for your copy to-day?

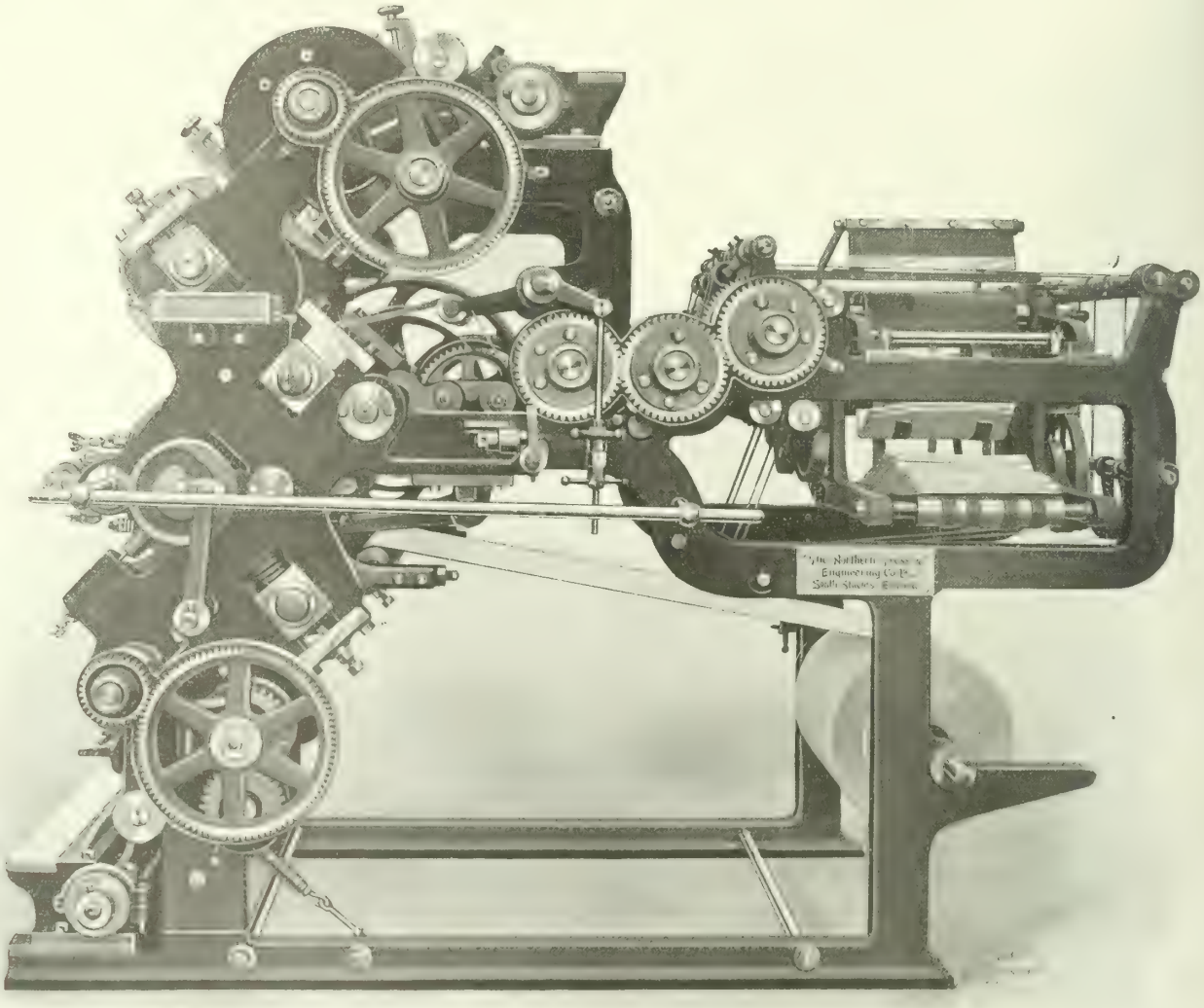
Sole Canadian Agents

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager for Canada

122 Bay Street, Toronto

Rotary Bulletin
Web Printing and Folding Machine



The above illustration shows the machine which has been erected in the Globe Office, Toronto. It is a two-color press, printing from curved wooden and lead type, which is set up right into the cylinder.

The speed of this press is 10,000 an hour. It can also be made to deliver the Bulletins or Bills on open delivery and in one or three colors.

The Northern Press & Engineering Co., Limited

Makers of Rotary Newspaper Printing and Folding Machines of all classes, printing from 1 to 8 rolls of paper. Also makers of the "Norpress" Flat Bed Web Printing and Folding Machine and the "Multiplate" Plate Casting and Finishing Machine.

Canadian Representative:
JAMES ANNAND
Box 456, Toronto, P.O.

SOLID STEEL GALLEYS



The life and value of a galley depends upon its strength, solidity and ability to withstand the effects of warping. Our own make of solid steel galleys combines with these essentials moderate price and accuracy.

They are made with high-grade cold-rolled steel bottoms, and rolled steel angle sides (fixed with steel rivets.) They are practically indestructible, and are treated with a special non-corrosive coating to prevent rusting. Supplied in the following sizes inside the galley:

4¼ x 24	5¼ x 24	10 x 16
4¼ x 26	6¼ x 24	11 x 18
4¼ x 28	5½ x 8½	13 x 21
4¼ x 30	9 x 13	18 x 24

STEEL FURNITURE



Accuracy of make-up and lock-up is essential to perfect register, especially in color work. The use of steel furniture ensures perfect make-up and lock-up, and eliminates the risk of portions of the form working up on the press. More than that—it saves time and labor in making up blank spaces, and your forms are lighter, truer, and can be locked up more securely.

Our Steel Furniture is made from high grade steel, with the greatest accuracy and superior finish to the American Point Standard. It is made in 24 point and 36 point body (which work together); the 24 point having one notch and the 36 point two notches. Cases to hold furniture at nominal cost.

"*Service* to the trade and
Quality in our goods."

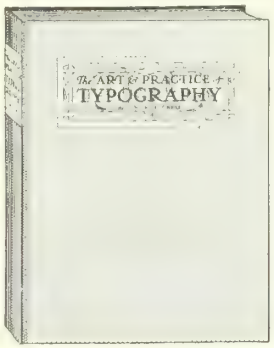
STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager for Canada

122 Bay Street, Toronto

PRACTICAL BOOKS ON PRINTING

THE ART AND PRACTICE OF TYPOGRAPHY. By EDMUND G. GRESS Fifty large inserts in color—Seven hundred reproductions, mostly in color of high-class commercial printing by some of America's best typographers—Almost 100,000 words of practical instruction—125 type arrangements designed especially for this book—Index to illustrations and designers—Synopsis of contents. Contents (titles of Chapters): When Books Were Written; The Origin of Typography; The spread of Typography; Typography in Colonial Days; Typography in the 19th Century; The Layout Man; Harmony and Appropriateness; Tone and Contrast; Proportion; Balance and Spacing; Ornamentation; Typography of Modern Books; Booklets; Catalogs; Programs; Announcements; Tickets; Letterheads and Envelops; Billheads and Statements; Business Cards and Blotters; Posters; Advertising Typography; Type-Faces; Decorative Imprints. *An Appendix* contains 161 reproductions in color of three competitions—Circulars, Business Cards and Blotters—conducted by THE AMERICAN PRINTER School of Typography, with names of designers. Size, 9½x12½. 250 pages. Cloth. Price, postpaid, $5.00.



PRACTICAL PRINTING. By GEORGE SHERMAN. A book about printing that deals with the working of the plant. It's a practical book first and last. A lesson to the printer who is starting in business, showing him how to make a profit. The chapter headings are: From Apprentice to Journeyman; Composition of Commercial Forms; Display Composition; Bookwork; Job Composition; Proof-Making and Proofreading; Composing-Room Equipment; Facilitating Composing-Room Production; Imposition and Lock-Up; Platen and Cylinder Presswork; From Superintendent to Shipper; In the Shipping-Room. There are seventy-three illustrations in the text, showing practical devices to be had for the printshop, some of which are: Brass Panel and Corner Fonts; Example of Brass Rule Designing; Table of Space Calculation; Table of Ems in One Pound of Type; Enclosing Type Matter in Irregular Mortise; Table of Sizes and Weights of Paper; Table of Type and Leads Calculation; Classic Chapter Headings; Hand-lettered Effects; German Title-pages; Table of Proofreaders' Marks, etc. 144 pages. 5¼x7½. Cloth. Price, postpaid, $1.50.



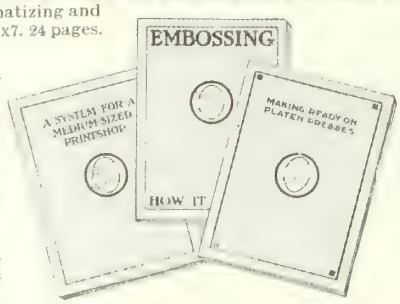
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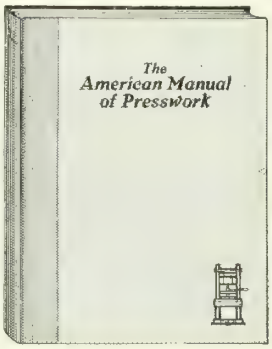
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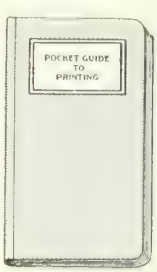
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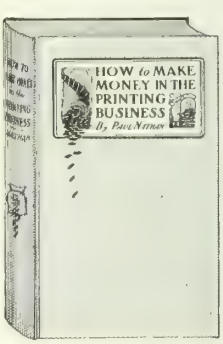
THE AMERICAN HANDBOOK OF PRINTING. By EDMUND G. GRESS. The essential information on subjects printorial (and allied) brought to a brief expression that makes them accessible and easy to remember, are herein to be found. You may here find things in a "boiled down" state that permits of covering a wide field well. Special features: For Compositors: 16 pages of job specimens in color. For Pressmen: Chart in colors for harmony and mixing of inks. For Ad-Writers: 100 type faces with explanations. The color chart supplemental sheet is in itself worth the price of the book. The running chapter heads are: Type Making; Type Faces; Type Composition; Typesetting Machines; Proofreading; Stonework; Paper; Composition Rollers; Printing Inks; Printing Presses; Bookbinding; Stereotyping and Electrotyping; Engraving; Lithography; Newspapers and Magazines; Advertising and Ad-Writing; Printers' Business Methods. There are ten full-size inserts, printed in one or more colors. Over 300 pages, 25 in color, and 182 illustrations. Size, 5¼x7½. Price, postpaid, $2.00.



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Is BRITISH MADE ENTIRELY.

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This Magazine will help YOU secure and retain Subscribers

The Canadian Countryman is a *new* magazine for farmers and is differentiated from other farm papers by these features.

1.—**Its stories will interest** anyone, tired or not, man, woman or child, and hold their interest.

2.—**Its articles are full of human interest,** and gripping in the fascination of the story element, that lies inside every group of real facts.

3.—**The articles on a wide range of subjects,** in addition to agricultural matter, give something not given elsewhere in a farm paper.

4.—**The women** will like the up-to-date articles and notes on house-furnishing, dress, home sanitation, etc. not found in another paper of this kind.

The Canadian Countryman is *the* magazine which the publisher can well afford to offer in a clubbing proposition with his own newspaper.

Our clubbing offer to publishers will make it well worth your while to club The Canadian Countryman with your own newspaper. Write early for particulars, to

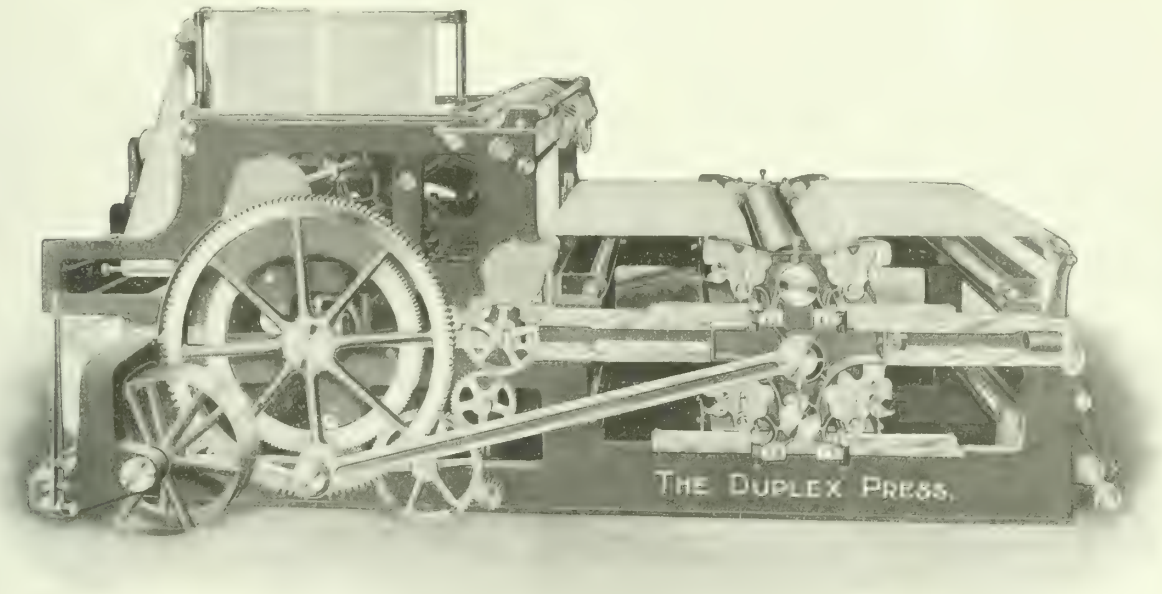
The Canadian Countryman Publishing Co.
8 Colborne Street, Toronto, Can.

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The Duplex Press will increase your circulation and reduce your cost of production at the same time.

This means increased profits.

It is proved by the experience of hundreds of users. Read below what a few of them have written us. We will gladly send you scores more if you wish.



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Built in three sizes: 4, 6, and 8-page; 4, 6, 8 and 10-page; 4, 6, 8, 10 and 12-page.

"*In two years our circulation has doubled,* owing largely to the DUPLEX."
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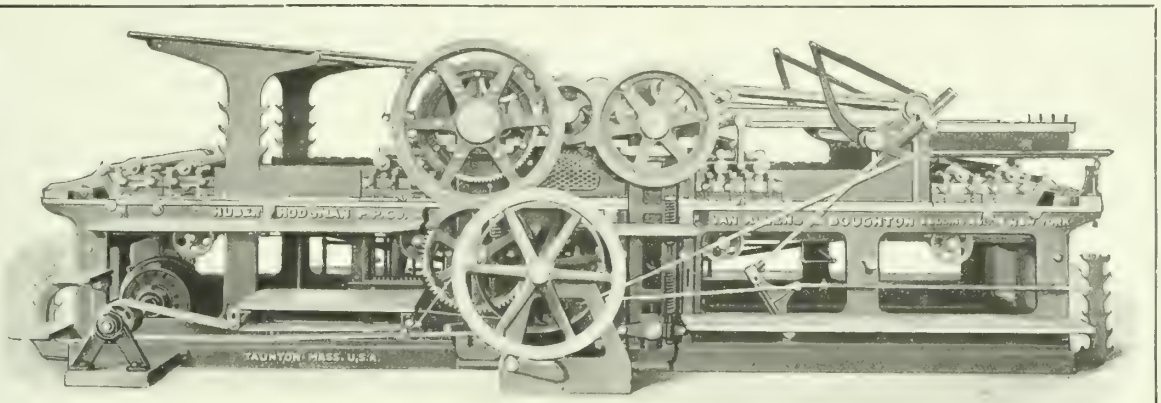
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The Standard by which all other makes are measured

THE DOMINION PRINTING INK & COLOR CO., LIMITED
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TORONTO

THE Hodgman



TWO COLOR PRESS

The Fact

about this class of machinery is that we were its orginators and inventors, consequently

The Pioneers

in its development, and have learned through our

Twenty-Five Years of Experience

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As the original is always better than any imitation or countefeit, we ask your most earnest consideration and

Attention

The Huber Hodgman Printing Press Co.,

Represented direct by
H. W. THORNTON, Chicago, Illinois
P. LAWRENCE P.M., Co., LTD., London, England
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Metropolitan Life Building
Factory: Taunton, Mass. NEW YORK

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The Winterbottom Book Cloth Co. have made arrangements with us to carry a large stock of their lines for the Canadian Trade.

We are now in a position to supply you with these goods in large quantities.

We particularly call your attention to Art Vellums and Buckrams.

Write for sample book and quotations.

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We also carry a large stock of Leathers, Marble Papers, End Papers, Millboard and all Binding Supplies.

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Paper and Bookbinders' Supply House
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Printers of the West

can obtain the best service from Winnipeg when they need Photo-Engravings, Electrotypes, Wood-Engravings, Pictures, Photographs or Plans for any purpose whatever, by communicating with

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12 PRINCESS ST. :: :: WINNIPEG, MAN.

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By F. J. TREZISE

This book is universally commended by all groups interested in advertising, including Prof. Walter Dill Scott (the psychologist in advertising), the publisher, the ad.-writer, the advertising agency and the ad.-compositor. It should have a place in every advertising man's library, and is invaluable to the compositor. The author makes typographical display a living part of salesmanship. Look at the table of contents:

Importance of Good Advertising Display
Laying Out the Advertisement
The Question of Display
On Choosing Type
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Hand-Lettered Advertisements
Agency Advertisements
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Printed in two colors; 136 pages; 65 illustrations, handsome board cover.

Price, $2.00

THE INLAND PRINTER CO. 632 South Sherman Street CHICAGO, ILLINOIS

THE MILLER INCLINE TRUCK

WITH FIXED HANDLE



Height of Truck
From 8 to 14 inches according to wheels.

Prices of Trucks With Fixed or Movable Handles $60 to $100.

5 sizes carried in stock to handle sheets 32x36 to 44x64. One truck will operate 100 platforms If you make the platforms yourselves they will cost you from 50 cents a set, up, according to size and construction.

THE MILLER INCLINE TRUCK CO.
561 West 57th Street, NEW YORK

"NON-SKIN"

is used by the largest printers to obviate the necessity of washing up their machines for the dinner hour and at the end of the day.

If a small quantity of "Non-skin" is run over the rollers and ink slab at closing time, printing with even quick drying Inks may be resumed immediately the machine is re-started.

SHACKELL, EDWARDS & CO., LIMITED

MAKERS OF
FINE PRINTING AND LITHO INKS
OF QUALITY

127 Peter St.
TORONTO

and at
LONDON, ENG.

Inspiration Covers

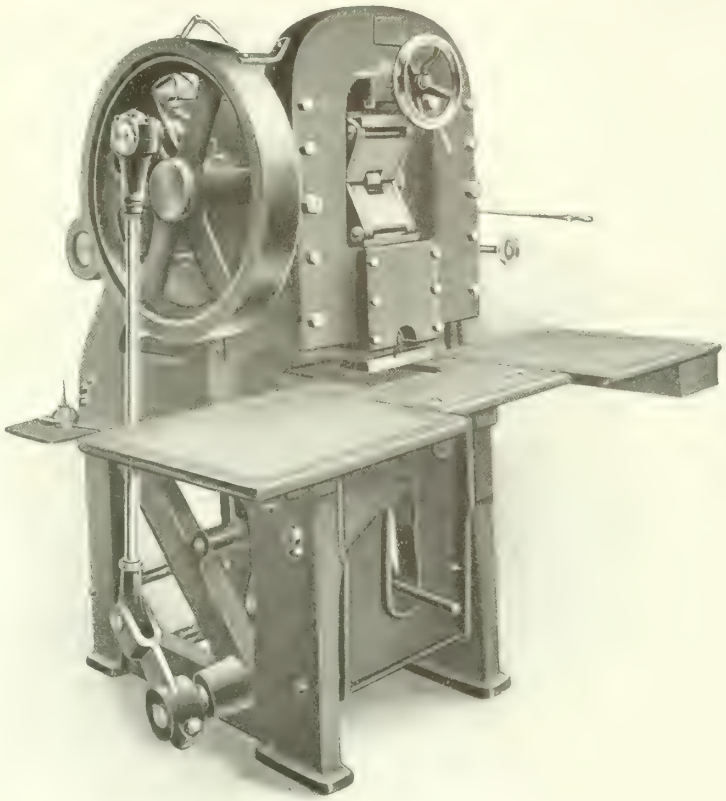
That's what one printer-man called them when he wrote thanking us for sending our special set of

Selling Suggestions

and he added this: "When I received and saw them I decided to put them up to the hardest nut I ever canvassed and I came back with the goods—a thousand dollar catalog—me for them."

If you haven't seen these Sample Covers and Complementary Inserts, let us send them to you. They may help you over a stone wall or two.

NIAGARA PAPER MILLS
Lockport, N. Y.



CARVER AUTOMATIC DIE PRESS

STANDS FOR

Economy of Production
Greatest Variety of Work
Perfect Register
Increased Output
Profits for the Printer

The Jewellers' Box Lid
Feeding Device Makes
Carver Presses Unique

Sole Canadian Agents

Miller & Richard

Toronto Office :
Telephone Building

Private Exchange:
Adelaide 1986

BARBER PAPER & COATING MILLS, LIMITED

GEORGETOWN, ONTARIO

PAPER MILL

Featherweight
Catalogue
Alkali Proof
Covers
Posters

COATING MILL

Book
Litho
Blanks
Translucents
Box Board

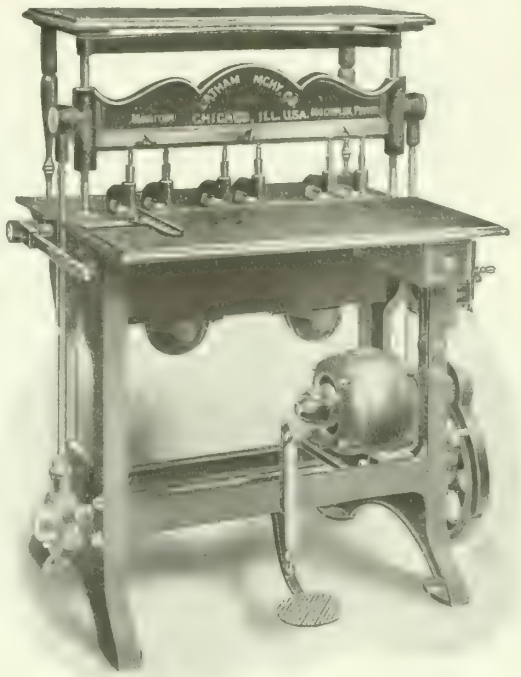
79 Of These Machines Used in New York City Alone—This Size and Style

Here's what one man said about another make:

"By the time I had spent $120 for Punches, my machine, which cost $100, was worn out," and it is the experience of many. Buy a *Monitor* —it will last a lifetime, and every additional Punch is an asset.

Monitor Bench Punches, Wire Stitchers, Perforators, Embossers, Standing Presses, Paging and Numbering Machines, Creasers and Scorers, Job Backers, Table Shears, etc.

We furnish complete bindery outfits—Write us for Estimates



Monitor Power Multiple x Punch

LATHAM MACHINERY COMPANY

NEW YORK
124 White Street

CHICAGO
306-312 Canal Street

BOSTON
130 Pearl Street

CANADIAN SELLING AGENTS:
H. J. LOGAN, 114 Adelaide Street West, Toronto
GEO. M. STEWART, 92 McGill Street, Montreal

National Paper Company

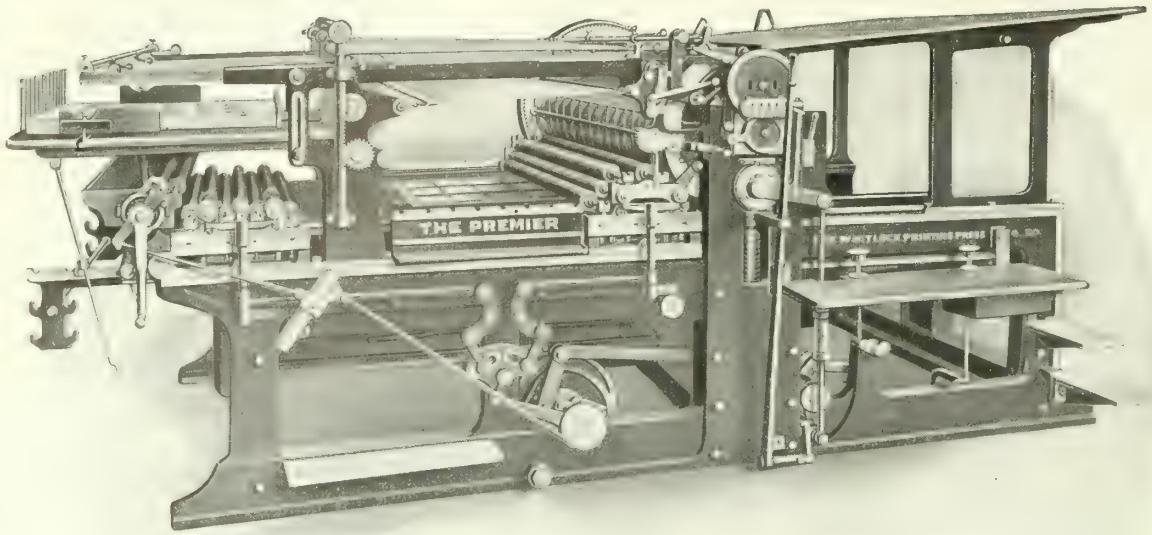
Limited

Manufacturers of High Grade Enamel Books, Lithographic and Coated Label Papers

Head Office and Factories
Valleyfield, Quebec

Toronto Office:
64 Wellington St. W.

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"Herald" Building,
corner Craig and Alexander Sts.



The PREMIER THE NEW SERIES TWO-REVOLUTION FOUR-ROLLER WHITLOCK PRESS

The Premier Combines in *One* Machine all the good points of other Two-revolution Presses—and many others.

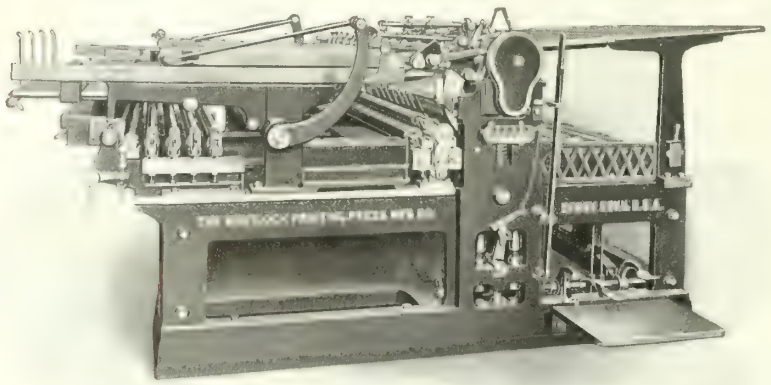
Therefore, the Premier stands supreme among Two-revolution Presses in strength, swiftness and smoothness of operation, and in quality and quantity of output.

The double delivery is simple and effective. It is conveniently changeable from printed side up to printed side down, or vice versa, the change taking only two or three minutes.

Having the heaviest distribution, the Premier is suitable for the finest half-tone or color process work. Special adjustments ensure perfect register.

Write at once for more complete information and quotations to the Canadian Selling Agents.

MANTON BROS., Toronto, Ont.



Pony Whitlock Front Tape Delivery.

INTERNATIONAL TYPESETTING MACHINE CO.

is manufacturing a typesetting machine which it will market next February. The Company is also manufacturing matrices, spacebands and all supply and repair parts for Linotype machines.

These will be ready for delivery in November and will be sold at a substantially reduced prices.

Being unhampered by a large investment in special tools our Engineers were able to depart from antiquated methods, and have materially improved the machine, which will be of the two-letter type, will have a quickly removable magazine, and will embody the features that have made the Model 5 Linotype so popular. Its repair and supply parts will be interchangeable with those of any standard machine now upon the market.

All the basic patents on this type of machine will expire on or before October 8, 1912. Our machine will be free of all patents except those owned by this Company. We guarantee to hold purchasers and users of our goods harmless from patent litigation.

The advent of this Company in the field assures the printing and publishing trade relief from monopolistic prices and methods.

The International Typesetting Machine Company unqualifiedly guarantees its product.

HERMAN RIDDER, *President*

Factory and works office:
Foot of Montague St., Brooklyn, N.Y.

New York office:
182 William St., P.O. Box 2072

Special M.G. Litho Paper

This paper, which is manufactured by Olive & Partington, Ltd., of Glossop and Manchester, England, is now being used by some of the largest lithographers and printers in Canada with eminently satisfactory results.

It is a pure white paper with a specially prepared surface and is equally suitable for either lithographic or letterpress work.

It is exceptionally suitable for label and poster work, and is used by some of the largest poster printers in the world.

It is specified by many of the leading bill posters and advertising agents.

It is free from mechanical wood and is guaranteed to retain its color when posted.

Being rough on one side adds to its adhesive qualities, which leave nothing to be desired.

It has a highly finished even surface and it bulks 15% to 20% higher than the average super calendered paper.

Applications for samples and sheets for trial will receive the immediate attention of the sole Canadian agents.

Hodge-Sherriff Paper Company

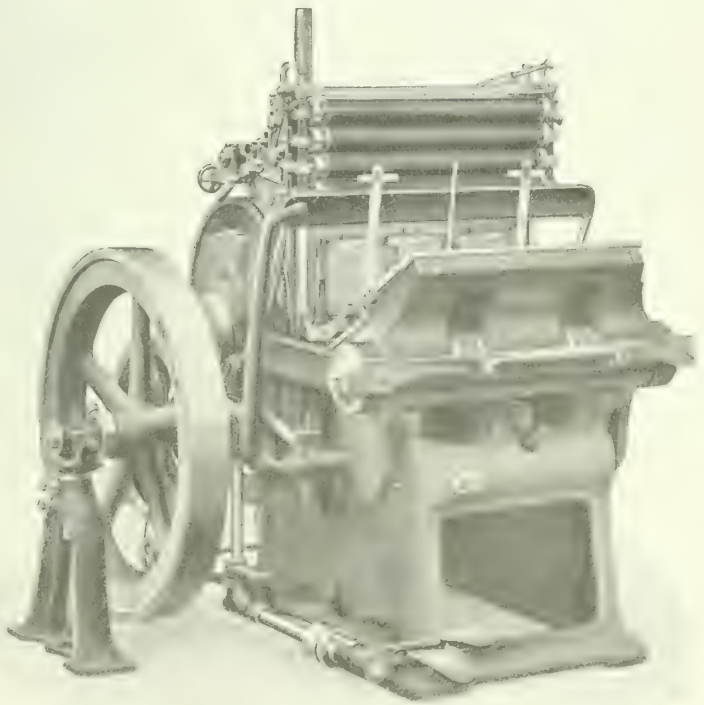
McKinnon Building, Toronto Telephone Main 5781

Georgetown Coated Paper Mills, Limited

Manufacturers of High Grade
Coated Papers & Cardboards

OFFICE AND MILLS AT GEORGETOWN, ONT.

The PHOENIX Art Platen



For Color Work,
Half-Tone Work,
Folding Box Work
and all the best
grades of printing.

Over 7000 in use

Many repeat orders.
The best Platen
Press in the world.

Miller & Richard

Sole Canadian Agents

Toronto Winnipeg Montreal
Calgary Vancouver

Stopping *the* Leaks!

The printer who cannot estimate accurately the cost of every job is likely—almost certain—to lose money.

A cost system, no matter how good, will only point out the leaks—it cannot correct them.

The owner of an office that is short of type cannot know in advance how much time his compositors will waste in going around the office pulling sorts

So the office that is always "out of sorts" is usually out of pocket also.

The plant with the Monotype always has plenty of type —new type for every job—and as much as any job, however large, will require.

The Monotype stops this and many other leaks in the printing business. It puts your office in line for better work, and for better customers.

The Monotype sets type in justified lines and casts type for the cases. It furnishes every workman with the necessary tools for a better day's work.

Tell us to send you the proof.

LANSTON MONOTYPE MACHINE CO.
PHILADELPHIA

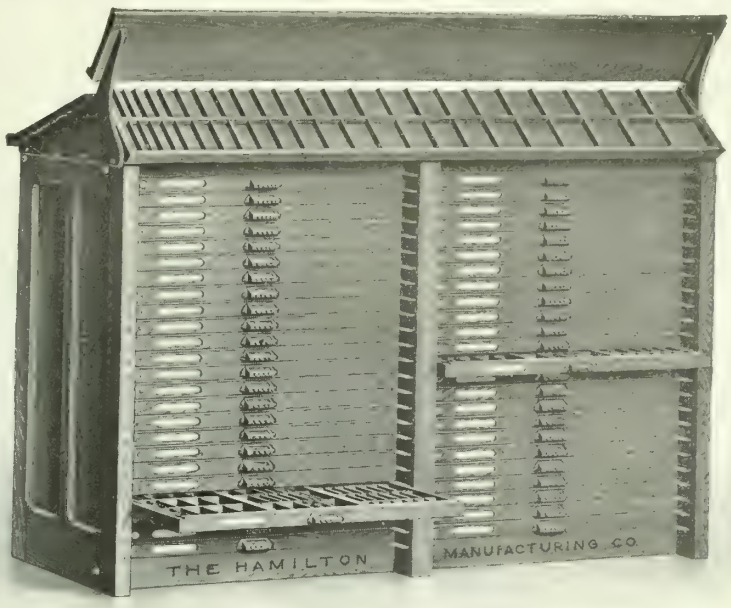
NEW YORK BOSTON CHICAGO

MILLER & RICHARD, *Canadian Representatives,* TORONTO and WINNIPEG

236

Hamilton's MODERNIZED COMPOSING-ROOM FURNITURE

Now available in WOOD or STEEL



The Mills Cabinet—Job Side.



The Mills Cabinet—News or Working Side.

Outfits of Hamilton's Composing-room Furniture in wood and all pressed-steel construction are being continually installed in progressive plants where system counts and where profits are arrived at by stopping the leaks incident to waste in floor space and in composing-room labor.

If your plant is not arranged so as to produce the maximum volume of product at the minimum cost, you require the services of the doctor—the composing-room expert or efficiency engineer, always at your service by applying to us or to any of the supply houses handling our line of furniture.

Printers should not forget that we are the largest manufacturers of wood type in the world. We have the greatest assortment of patterns ever assembled. Our Wood Type Catalog and circulars showing new faces will be mailed promptly to printers interested in wood type. Write us or apply to your dealer.

The Mills Cabinet

The Mills Cabinet is especially adapted to newspaper offices, where concentration is an important factor in the mechanical equipment. It occupies less actual floor space than any other composing cabinet and contains forty-eight California Job Cases with type compartments 15/16 inch deep, providing large type-carrying capacity. It has most of the good features found in the other cabinets, including the extension front and the lead and slug case, recessed over the job cases, and also has the low job top, allowing full view of the working force by the superintendent.

The working top is of the boxed-in type, the latest development in composing cabinets. No open spaces for the accumulation of dust and rubbish. The bracket ends are of cast iron, firmly bolted to the cabinet, insuring strength and rigidity. Ask your dealer or write to us for complete descriptive circular.

Ask for a copy of "COMPOSING ROOM ECONOMY," showing floor plans of thirty-two modernized composing rooms in some of the leading printing plants in the United States.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories - - - TWO RIVERS, WIS.
Eastern Office and Warehouse - - - RAHWAY, N.J.

Toronto Type Foundry Co.: Toronto, 70 York St. · Montreal, 345 Craig St., W. · Winnipeg, 175 McDermot Ave., E. · Calgary, Alberta. · Regina, Saskatchewan. · F. S. Lister, Fredericton, N.B.

Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.
American Type Founders Co., Vancouver.
Miller & Richard: Toronto, 7 Jordan St. · Winnipeg, 123 Princess St.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

"RED SEAL" COATED R PAPER "LUXACOTED PORCELAIN"

Trade Marks Registered

Our RED SEAL COATED BOOK is the best for ordinary Printing and Half-Tone work. Where a finer quality is desired use our LUXACOTED PORCELAIN.

The day is past when importers can claim any superiority for foreign goods. Our goods are equal to the best made anywhere and are superior to the ordinary run of imported lines.

We carry a full line of Coated Papers in Stock.

MADE BY

RITCHIE & RAMSAY, Limited

TORONTO - CANADA

BUY DIRECT FROM MANUFACTURER

THE RESULT OF USING GOOD INK

The ink that gives complete satisfaction and saves its own cost by its greater efficiency per pound and perfect working qualities is the cheapest ink regardless of its price.

CHARLES HELLMUTH

INKS

KAST & EHINGER, Germany

give the results that make it the profitable line for the printer to use: Perfect Printing, Perfect Half-tones, Perfect Solids. No Peeling, no Offsetting.

Printing and Lithographic Inks, Dry Colors, Varnishes, Special Offset Inks.

CHARLES HELLMUTH

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Hellmuth Building

Chicago
New Number:
Poole Brothers' Building

Real Money for Examples of Good Typography



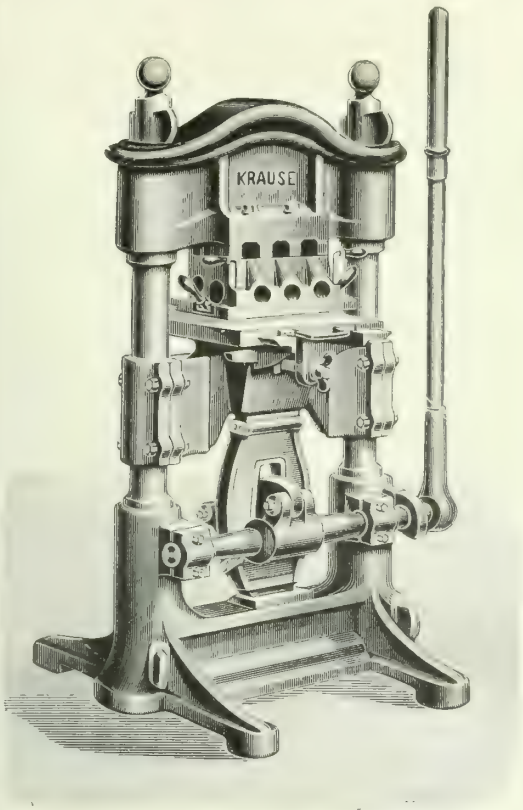
Beginning with the July number, THE PRINTING ART will contain a department showing the finest examples of typography that are being produced every month. A prize of $10 will be paid for the best specimen, or specimens, submitted, as well as other prizes for second, third and fourth best examples.

The prize-winning designs will be reproduced in approximately full size, and criticism will be made of all designs submitted.

This new department will be one that no ambitious compositor can afford to overlook. Write to-day for further particulars and a sample copy of the most beautiful printing trade journal published.

THE PRINTING ART

CAMBRIDGE, MASS.



Model BC

KRAUSE

Lever Blocking and Embossing Presses

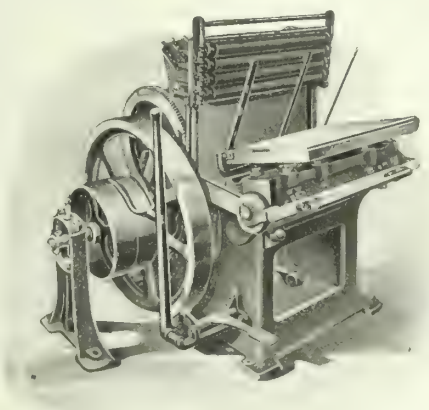
SPECIAL STRONG CONSTRUCTION
KNUCKLE JOINT AND CRANK MOTION

'Tis a pleasure to work with these Presses!

KARL KRAUSE, LEIPZIG, GERMANY

Also sold by several Canadian Importers of Printers' and Bookbinders' Machinery

THE GALLEY IMPROVED
"UNIVERSAL"



For Letter-press, Half-tone and Three-color Work, Embossing, Cutting and Creasing

In designing this press we have considered the absolute need of space enonomy in the average plant and yet have embodied the features that give accuracy of results with long service.

The many styles and sizes are covered by our catalog. Ask for it.

Sole Canadian Agents:

MILLER & RICHARD



"The press is giving the best of satisfaction and we are of the opinion that we can **save the price of the press in six months** in time saved over our old system of proofing, at the same time getting much more perfect proofs.

From a letter recently received from Cantrell Printing Company, Madison, Wisconsin.

Furnish press proofs—proofs that are as clear and perfect as the run itself—on the stock selected for the job. Produce them immediately, without locking up the form.

Good proofs add to the prestige of your plant.

The Composing Room Cylinder

produces quality work. The simplest and most durable press made. Feeds to grippers, or sheets may be laid on forms. Absolute register, automatic inking. Safety grippers prevent injury to forms. Ideal for street car cards, rent and sale signs and other short run jobs. Proofs forms that are too large for your Gordons. Prints runs that are unprofitable for your Cylinders.

Made in two sizes 25" x 25" and 17" x 25"

Send for catalog and sample proofs. The time to save on your proofing is **now.**

MILLER & RICHARD
TORONTO .. WINNIPEG
Eastern Sales Company, *Manufacturers*, Chicago, Illinois

The Golding Jobber

We recommend the Golding Jobber as a saver of time—as the producer extraordinary of quality impressions.

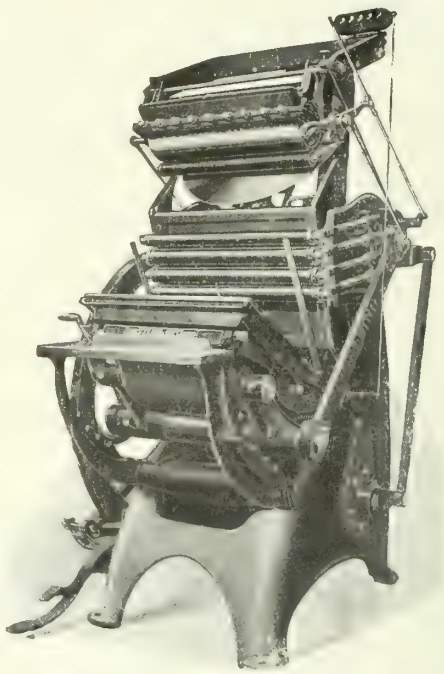
It gives greater margin to go on—a surer profit.

It gets the greatest number of productive minutes out of each hour—by eliminating the wasted minutes.

Printer users tell us this is so.

All printers ought to investigate, then place their plant on an equal footing with the printer who does use Golding Jobbers.

Ask for our booklet, "Manufacturing Efficiency."



The Golding Jobber

Golding Mfg. Co.
FRANKLIN, MASS.

GOLDING

PRESSES

GOLDING JOBBER The most highly developed type of the modern Job Printing Press. Unequaled for Quality and Qantity of Product. 8x12 to 15x21 inside of chase.

PEARL A small press for small work. Easy running. High Speed. Low Cost. Big Producer. 5x8 to 9x14 inside of chase.

OFFICIAL Hand Press. Simple in construction. Easy to operate. 4x6 to 8x12 inside of chase. Special made for printing imprints on large sheets.

EMBOSSER Prints, Embosses or Stamps. Impressional strength, 120,000 lbs. Electric or Steam hot-bed. Size 9x13 ins.

SEMI-AUTO Prints in one, two or three colors, 3000 to 10,000 impressions an hour with one feeding. Will do any three of the following operations; print, emboss, cut, score, punch, rule or perforate.

SPECIAL for printing on wood up to 1 in. thick and for using large numbering machines.

CUTTERS

AUTO-CLAMP The latest, strongest, most convenient to operate and only self-adjusting clamp. Sizes, 30 and 36 in.

GOLDING POWER Modern design. Strong and powerful. Roller bearings. Double shear movement. 26, 30, 34 and 36 in.

HAND ROTARY Similar in construction and easily changed to a power cutter. The Roller Bearings saves 10 per cent of the power. 25, 30 and 34 in.

GOLDING LEVER Most powerful Lever Cutter made. Convenient to operate and accurate. 25, 30 and 34 in. Easily changed to power.

PEARL A small hand lever Cutter for small work at a moderate price. Sizes, 13 and 19 in.

BOSTON SHEARS With off-set hinge to allow cutting long strips. Balanced handle to avoid danger to operator. Sizes, 8, 12, 24 and 36 inch.

TOOLS

MITERERS With standard set for right angle, triangle, square, hexagon and octogon. Also with standard gage set by six point.

CURVERS The most convenient and accurate tool for making curves, circles, ovals. These curved corners were made with it.

RULE and LEAD Cutters that have a world-wide reputation for their excellence of design and construction. The Original Little Giant Lead and Rule Cutter.

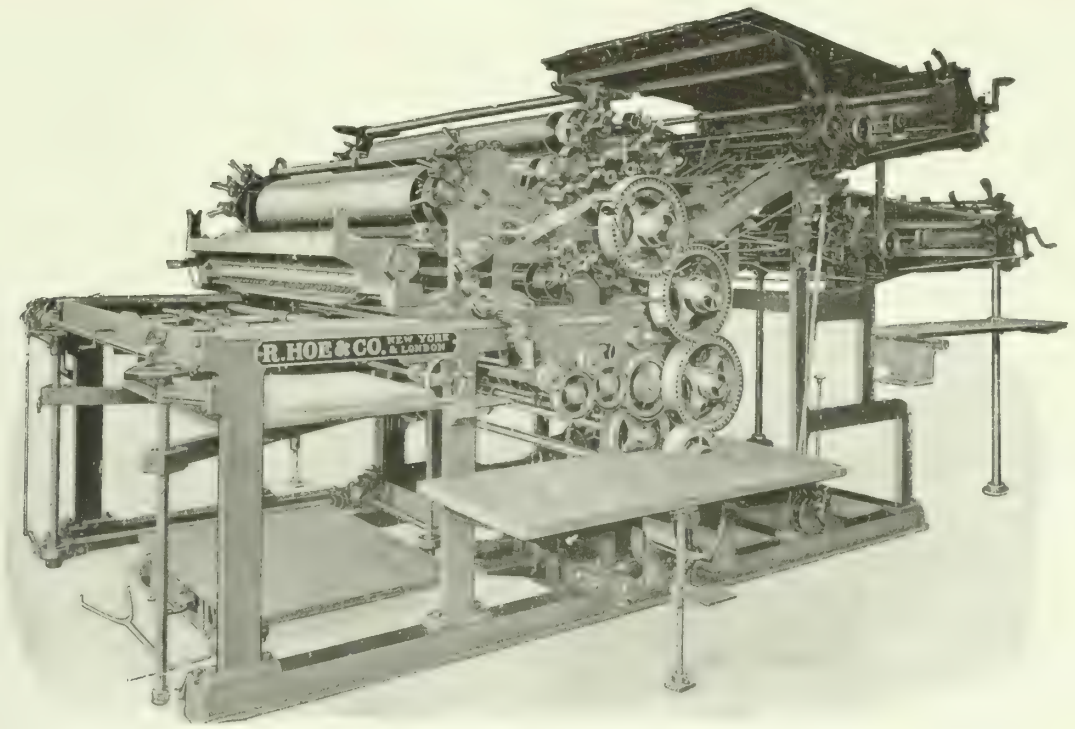
TABLETING PRESS The most convenient and quickest to operate for making tablets or bundling.

BENZINE CANS Steel Cans with safety valves. Strongest, safest and most convenient. Saves 10 per cent on insurance.

COMPOSING STICKS For news and job work. Standard set with time-saving features unequaled.

Golding Machines and Tools combine the perfection of over forty years experience in their manufacture and have a world-wide reputation for their original design and superior construction.

GOLDING MANUFACTURING CO. - Franklin, Mass. U. S. A.



HOE SHEET-FED ROTARY ART PRESS

This machine is destined to revolutionize the periodical, magazine, and book field just as the Hoe Web Perfecting Presses revolutionized the newspaper printing business. It is just the thing for pictorial supplement work.

Instead of printing at every second revolution, it prints a sheet at every turn of the cylinder.

High grade pictorial supplements, as well as periodical, magazine and book printing can be run two or three times as fast as possible with a flat bed machine, and without deterioration in the quality of the work.

The name of R. HOE & CO. on a printing press or other machine is an assurance of reliability, efficiency and economy in operation.

If you have difficulty in getting your present product out economically and on time, write us and our printing machinery engineers will be pleased to give competent advice.

R. HOE & CO., *504-520 Grand Street, New York City*

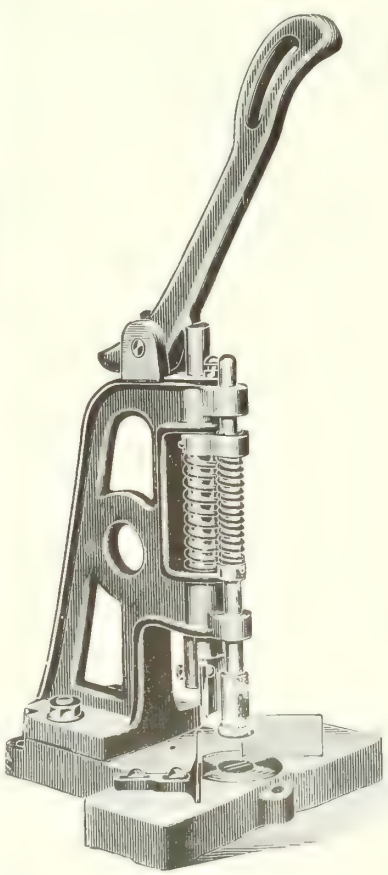
Manufacturers of Printing, Electrotyping and Stereotyping Machinery

The REMEDY *for* STATIC ELECTRICITY *in* PRINTING PAPER

CANADIAN printers who wish to once for all deliver themselves from the demon of static electricity in printing paper are advised that, owing to favorable patent arrangements with those who heretofore have controlled this field, it is now possible to install, without hindrance, the *Thompson Static Neutralizer,* the apparatus invented last winter which caused a tremendous sensation in the States, and which proved itself in Canada also to be a perfect remedy for all static troubles. The cost of this apparatus is insignificant compared with prices previously charged, and the results are guaranteed.

Order a trial installation put on your press to-day from any Toronto Type Foundry branch or

The Thompson Static Neutralizer Co.
1645 Old Colony Building -:- Chicago, Ill.



The Universal Machine

Corner Rounding only, handle power	$15.50
Corner Rounding only, treadle power	16.00
Corner Rounding only, mounted on iron stand, with table and drawer	25.50
Thumb Hole Cutting Attachment . .	2.75
Punching Attachment, with 1 round hole punch and die	4.25
Punching Attachment, with 1 shaped punch and die	6.80
Stabbing Attachment, with 1 needle	2.25
Eyeletting Attachment	3.50
Index Cutting Attachment	4.25
Loose-leaf Punching Attachment, with 2 round hole punch heads . . .	11.90
Loose-leaf Punching Attachment, with 2 shaped punch heads	22.25

MILLER & RICHARD

Toronto Winnipeg Montreal Calgary Vancouver

MILLER, FRANKLIN & CO.

INCORPORATED

COST ACCOUNTANTS

Undoubtedly you are interested in the question of COSTS. No manager who hopes to pay dividends can safely ignore it. Probably you are convinced that an EFFICIENT COST SYSTEM is a much-needed addition to your equipment.

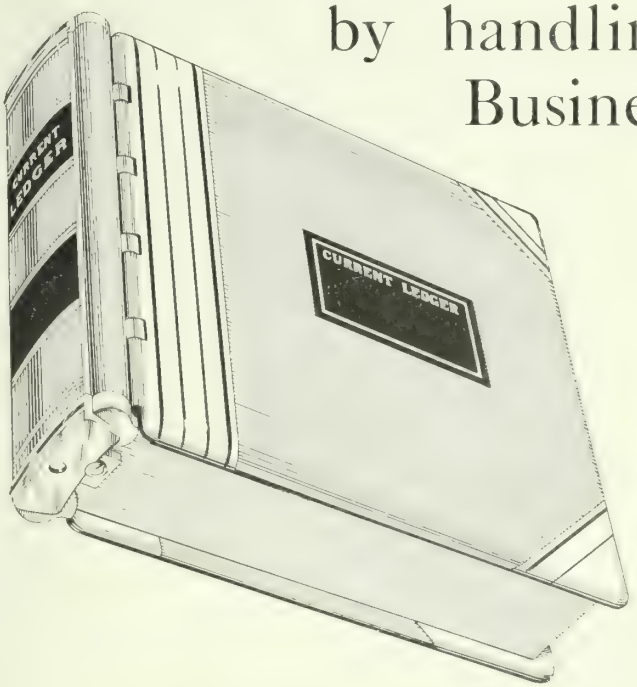
You cannot afford to rely on the misleading figures produced by an inaccurate or improperly-designed system. You need the advice of EXPERTS.

We have been installing cost systems for TWELVE YEARS and have had wide experience in PRINTING and LITHOGRAPHING plants.

We can assist you to introduce a PRACTICAL and ECONOMICAL method of finding your true costs. Write us for particulars.

CANADIAN OFFICE, TRADERS BANK BLDG., TORONTO

You Can Materially Increase Your Profits by handling the Loose-Leaf Business of Your Locality



Your plant and bindery may not be efficiently equipped to do it, but there is at your disposal the complete co-operation of our modern plant.

Our binders possess the qualities by which every customer becomes a pleased customer and every order is but the forerunner of another and larger one. The strength, stability and perfect working qualities of our binders are known throughout the Dominion.

Why not advertise the fact that you can handle —and handle quickly—all classes of loose-leaf printing and binding? Make a specialty of it—co-operate with us—you will find it profitable.

Send to-day for *your* copy of Catalogue 5.

Printers' Specialties, Limited, Toronto

Keystone's New Service

SELECTION AND INSTALLATION OF COMPLETE PRINTING PLANTS BY EFFICIENCY EXPERTS

The complete installation, by efficiency experts, of printing plants ready to operate, is something entirely new in type foundry service. Keystone was ***first*** to recognize such a demand by the printing industry and is the ***only foundry*** now meeting it.

Keystone Expert Service treats each individual plant separately. Why? Because the needs of no two are exactly alike, hence the selection and installation of each and every plant must be based upon different requirements.

In fitting-up new, or modernizing your old plant, our experts ascertain what is best suited for ***your needs,*** then lay out and submit their plans and ideas for ***your approval.*** This service does not cost you one cent additional.

Of course a printer can scatter his orders all over the country and make up a plant in the old way, but, unless it is ***selected*** and ***laid out*** with a thorough knowledge of what can be attained from a ***standpoint of efficiency,*** results will be disappointing.

Through our daily contact with printers and printing conditions, all over the country, we ***originate and assimilate new ideas*** that make for efficiency. In selecting and laying out a printing plant, either new or old, we give you the benefit of our experience, and of all the latest ideas in material, furnishings, machinery, and lay-outs, not overlooking the things which have ***proven so successful and profitable*** elsewhere.

One department of a printing plant, efficiently equipped with modern furnishings and operated under modern methods, will not make the plant successful. It must be ***modernized as a whole*** before the greatest efficiency is obtainable. The Keystone furnishes and installs such plants ***complete.***

When we make up an estimate for a complete plant, every item in that estimate is selected with a view to the highest efficiency in use and when we make the installation ***we assume responsibility*** for that result. Write us for full particulars.

PHILADELPHIA
NEW YORK
CHICAGO

KEYSTONE TYPE FOUNDRY

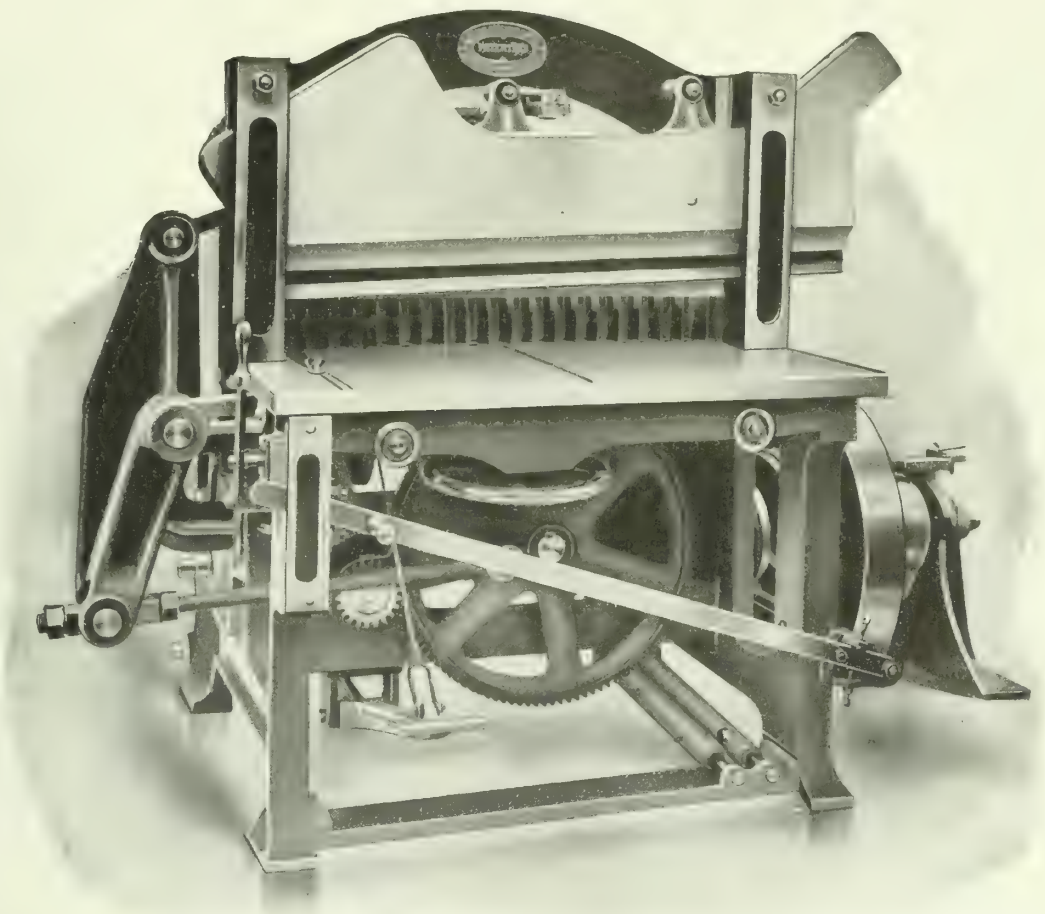
DETROIT
ATLANTA
SAN FRANCISCO

Canadian Agents { GEORGE M. STEWART, 92 McGill Street, Montreal | PRINTERS' SUPPLIES, LTD., 27 Bedford Row, Halifax, N. S.
ANGLO-CANADIAN TYPE AND MACHINERY CO., 124 York Street, Toronto

When corresponding with advertisers please mention PRINTER AND PUBLISHER.

Crosland Auto-Clamp

The Human-Action Cutter



The Crosland Auto-Clamp is a fast running paper cutter built upon scientific principles and embodying many exclusive features. Cutting and clamping is performed consecutively and not simultaneously and much power is economised. The knife does not strike the stock on a level, as is usual, but first comes into contact with one end of the pile to be cut and working gradually through the pile *on the slant* it finishes parallel to the table having made a good diagonal sweep. This important feature cannot be over-rated. It prevents the shock so common to all cutting machines and eliminates the sudden strain on belt or motor. Note that the knife has no screws or bolts and can be taken out and replaced in one minute. *The Crosland Auto-Clamp is the embodiment of efficiency.*

Sole Canadian Agents:

Anglo-Canadian Type and Printing Machinery Co., Ltd., 124 York St., Toronto

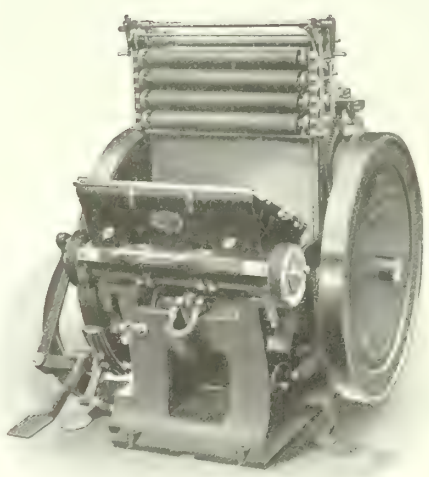
W. GORDON MONTGOMERY, Manager

In the August, 1912, issue of the "American Printer," New York, U.S.A., the editor in an illustrated criticism of the Art Caxton Platen sums up a careful critique by this statement:

"We Invite Our Readers to Investigate This Powerful and Wonderful Press"

This is indeed high praise for a British-made Platen from the editor of the *Leading Printing Journal in the United States*, but it only confirms the opinion of hundreds of users in Canada, United States, Continent of Europe and throughout the British Empire.

FACTS—On account of the enormous duty on the Art Caxton Press going into the United States the Art Caxton costs more than any of its competitors. In spite of this they are selling in increasing numbers in the United States because the Art Caxton is ***appreciated at its commercial worth.***



"ART CAXTON"

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Made in nine models.

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The PRINTER & PUBLISHER

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF THE PRINTING AND PUBLISHING TRADES OF CANADA

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The PRINTERS' SECTION

Cost Finding and Common Sense*

By Chester B. Ames

COST FINDING, as it applies to printing, is not a complicated affair. A printer sells two commodities—material, (mostly stock) and labor (the chargeable hours of his employees). We add to the cost of material, a percentage for handling, and a percentage for profit, and thus arrive at our selling price. Labor must bear its own prime cost, plus its proper proportion of the overhead burden. Cost finding, reduced to its lowest terms, means distributing the overhead burden pro rata over the cost of operation of the different departments. That is all there is to it.

Gentlemen, if any here present have not installed one of the accepted cost finding systems, let me urge that they do so at once. Do not delay. Don't think that your own pet system is "Just as Good' or good enough. The Standard Cost Finding System does all that your home-made system does, and in addition—

Gives you a chance to compare results with your neighbor.

Stops the small leaks so common in printing.

Encourages your employees to do their best

Shows just exactly what machinery is profitable and vice-versa.

Regulates the salaries of your salesmen by showing the profit they have made for you—not how much they have sold.

Enables you to charge an equitable price for work, doing away with under- or over-charging.

Finally it teaches you your own business, its inner secrets, as no other method can or will do.

Perhaps these statements may seem extravagant, but they are born out by cold, hard facts, and can be proved.

A question naturally arises here as to why, if all these statements are true, and so much benefit will accrue if these cost systems are installed, why doesn't every printer install one? The answer is: Prejudice and unbelief. We are all prejudiced naturally. We have grown up with our business, probably, and have created, or at least adapted, some sort of a charge system. We have to think that all that effort was practically wasted. Yes, wasted, because results were incorrect and misleading. Prior to half a dozen years ago there were not six plants on this continent that KNEW their hour costs. Think of it. What a confession regarding a business of the sixth magnitude.

*Address delivered before the Alberta and British Columbia Cost Congress, Calgary, September 5 and 6.

Our unbelief is a cousin to prejudice. It does not seem possible that the plain, simple facts, as demonstrated by cost finding can be true. We are afraid to know our business. From time immemorial printers, as a class, have been bull-dozed and buncoed. We have accepted as facts, the untruths—by interested parties—regarding the prices, the business and the character of our competitors. We would not believe the evidence of progressive printers as to costs. When told that hand composition, for instance, cost $1.10 per hour, what did you—and you—say? "Not in my plant—Oh no! I run my plant more economically than most, and, anyway, John Smith, 'round the corner, only charges $1.00, so I cannot get any more."

However, the day is dawning. The light of knowledge is breaking through the clouds of unbelief. Let us hope that its strong, wide-spreading rays will bring forth a harvest of plenty.

THE USE AND NON-USE OF COST FINDING SYSTEMS.

Just a few extracts from letters I have received:

"You ask me what I consider the chief usefulness of the Cost System. Have no hesitation in saying that we value it most as a sales force. We find that our most telling argument with the right class of customers—the larger concerns who want, first of all, service and good work—is our assurance that we operate a cost system. With our cost sheets, it is not a difficult matter to show WHY WE GET THE GREATEST POSSIBLE EFFICIENCY—or, at least, that we are always increasing our efficiency. All that the right sort of large customer wants to know is that his work is being handled in an office operated under proper conditions. That is his best guarantee that the charge will be equitable. A printer who is honest with himself is naturally given credit for being honest with the customer.

"Aside from its value as a sales force, the writer could not conceive an office of this size without a cost system. There are so many things that one must know, and so many chances for leakage, that one could not possibly keep in touch without our 9H and its friends. For instance, we get at the end of each month from the cylinder and platen rooms, a report on all non-chargeable time under the headings, Waiting for Form; No Help; No Work; Waiting on Ink; Waiting on Paper; No Power, Repairing Press; Too Wet to Back. An article on any of the above headings, and the advantage of knowing the condition of your office as to each, could be written.

"Incidentally the cost system has increased the impressions per running hour in our cylinder room in four months from 988 to 1047 for all classes of work, and in the platen room from 948 to 1026. I believe I am right in contending that the cost system has added very nearly one cylinder and one platen press, the additional advantage being that there has been no plant investment on account of its doing so."

* * * * *

"You have asked us to write you of the benefits we get from a cost system. Briefly: We know the cost per hour in each department. Knowing the cost, we can tell just what each job cost us and can easily make a proper charging price by adding a fair margin for profit. In case an estimate has been given on a job we can tell just what department made good and also perhaps where the estimator went wrong. Knowing the costs on the individual jobs is especially valuable in case of repeat orders, having a record on hand gives us no excuse for repeating an unprofitable order unless at an increased price.

"It is just as profitable to reduce costs as to increase prices and sometimes a great deal easier. When adopting methods for efficiency, we are able to tell to what extent these changes are making good by comparing the costs per hour before and after.

"When we know our costs we can make our charges with confidence, knowing that we are entitled to cost plus a reasonable percentage for profit."

* * * * *

"Re Standard Cost Finding System:—

"We find this system beneficial in a great many ways.

"First: It gives us a much better check on the output, and we find that the departments where we have the best check on the output, are the departments where the costs have been reduced.

"Second: Comparisons from month to month can be made which prove very useful.

"Third: Time taken by employees in making out dockets is not excessive.

"Fourth: Time taken in office is not excessive. Our girl in office keeps the books, runs the cost system, and answers the phone. The business amounts to $60,000 or $70,000 a year.

"Fifth: By getting your costs monthly you do not run for several months without knowing it, but can key up leaks at a comparatively early date after their appearance.

"Of course, like all other systems, there must be some one person to run it, as it will not run itself."

* * * * *

Now as regards the non-users. I have no letters —the reason is obvious. I have talked with many of them, however, and the general trend of their answers is: "My business is a 'Special' one—different entirely from anyone else's. I know well enough what my costs are, and I do not believe anyone can teach me anything about it." One large stationery house, in Toronto, claimed to know exactly what their composition was costing them, and the figures were so low that I asked for more particulars. To my surprise it developed that most of the overhead burden, which rightfully belonged to the printing dept. was carried by the stationery dept. I proved to them that they were actually printing at a loss. Instances like this, could be produced without number—but you are all familiar with similar cases.

BACKBONE.

Without question one of the greatest benefits derived from the study and practice of cost finding is the increased moral stamina which it naturally and insensibly produces. When you KNOW what the hour cost is the buyer of printing is up against a stiff proposition if he is looking for a reduction or trying to beat you down. You know your COST.

Right here let me say that success in printing does not depend on price. It depends on three things: Service, Quality and Good Salesmanship. There always has been, and always will be, plenty of printing which the successful printer, the up-to-date printer cannot get, and does not want to do—because of low price. Likewise there is plenty of printing for the "Good" printer at a "Good" price.

LARGE SHOPS VERSUS SMALL SHOPS.

Cost finding has proven that—given similar conditions—the cost per hour is practically the same in both small and large plants. By similar conditions I mean, where the wages are the same and other expenses are in the same ratio. My good friend Esdale, of Ottawa, who operates an up-to-date, good-sized plant, and who has gone deeply into cost finding methods, finds that his costs are practically the same as those of a shop where all the work is done by two men—one the owner. They both use the same system, and get practically the same results.

I find, however, that in most small shops there is a tendency to make lower prices than those current in the large ones. The proprietors believe they can produce work a great deal cheaper than the "big fellows." One of the reasons is that few allow themselves any regular salary. They take what is left and are thankful. This is of course ridiculous.

COMMON SENSE.

We are all agreed, I think, that cost finding is not only desirable, but necessary, if we wish to keep up with the times; if we wish to make a success of our business. But, cost finding alone will not prove a cure-all for the evils so common to such a complicated business as printing.

We must use common sense in its application, and by the study and practice of efficiency, after first knowing cost and being able to show results by comparison, derive the most good from it.

Years ago I was employed in a large office where, in endeavoring to increase efficiency, the daily routine developed into a bad case of red tape. Every order from the office to the work rooms was given in writing. The exact minute that a form was delivered to the press room was recorded, and every trivial detail was noted. Result—it cost more to run the system than the business could make.

It is just as bad to have too much system as not enough. We MUST draw the line at common sense.

OFFICE EFFICIENCY.

Ordinarily when we speak of efficiency, we think and mean something relating to the workrooms, the mechanical side of the plant. Would it not be well to start with the office or business end?

Make your office comfortable, attractive and serviceable. Comfortable, by a few good chairs, a nice desk, everything clean. Attractive, by pictures, samples displayed in a glass case, not left around on top of a counter or piled in a box. Serviceable, by the use of modern methods and ideas.

As an illustration. Fill out an index card with just enough particulars to identify a job and the date of delivery. Place in a tickler file and look

through every morning. If a job is promised for NEXT day and you find it impossible to deliver, call up your customer at once, and inform him AHEAD OF TIME of the delay. Most men are reasonable, and will grant an extension of time. When order is completed, file card alphabetically for future reference.

Vertical filing saves time, is convenient and orderly. Manifold your reply on back of customer's letter and save room and possible chance of misplacing your answer.

As far as possible, send out invoices on the day following delivery of goods. I know some will say this is not feasible, but it can be and is done in many offices.

Advertise your own business. Do so with a definite idea or plan. Do not waste money on cheap advertising—it does not pay. Use a trade-mark—small, but distinctive.

PLANT EFFICIENCY.

Every plant must be studied individually to produce the highest efficiency. Only a few general rules will apply to all.

See that the work progresses smoothly, avoiding unnecessary delays. Waiting for stock or forms eats up the profits. Keep everything scrupulously clean—it looks better and pays.

The composing room should so be laid out as to minimize effort. Each man should have leads, slugs, quads and rules handy. Plenty of material and type pays a big dividend. Modern form trucks and form racks are a necessity. As far as possible all work should be laid out in the office, giving clear, concise instructions. One firm, that I know, even typewrites instructions on the job ticket envelopes in order to avoid errors.

It is in the press room that efficiency can best be practiced, because too often we cling to old methods. Your cost system will show just what presses are making money for you. If a press is not doing its share—scrap it; and buy a better one. Stock trucks, folding make-ready benches, waste cans, modern ink slabs—all are necessary. A tidy sum is yearly lost in some plants because ink is not carefully looked after.

Your pressmen should, and generally do, take a keen interest in the daily runs of the presses as shown by the cost system, and I know of one plant where an increase of nearly 10 per cent. in press-room production followed the installation of the Standard Cost Finding System. Post a weekly bulletin in the press room showing exactly what has been accomplished. It is surprising the rivalry this will create.

It would be easy to talk a long time on plant efficiency but I have merely outlined some of the practices which can easily make for larger profits if carefully watched.

IN CONCLUSION.

If you will introduce cost finding, practice efficiency, and use common sense, you will be well on the road to success.

However, there is just one factor, in addition, which makes for better conditions, and that is, organization. Without organization, there would be no cost systems, no cost congress, no uplifting force. It is the lever that, working on the fulcrum of co-operation, gradually lifts modern business to a plane of higher and better efficiency.

Remember, that in order to make your business dignified, you must respect it. Be—not a job printer, but a merchant printer, in the fullest sense of the word, and assume the position in the business world that your business—printing—demands.

You, in the West, unburdened with the old conservative ideas and plants of the East, must show the way to prosperity. Your reward will be commensurate with your efforts.

Good Things for the New York Convention

SOME exceedingly interesting addresses are announced for the Cost Congress and Convention of the Middle Atlantic States to be held in New York on October 1 and 2. A partial list of the speakers and some of their topics includes the following:—

"Explanation of the Standard Uniform Cost Finding System," by F. I. Ellick, member of the American Printers' Cost Commission, Omaha, Nebraska.

"The Board of Trade Movement," by W. B. Brewster of the Merchants' Association, New York.

"Organization and its Benefits," by C. Frank Crawford, president of the New York Master Printers' Association.

"Is the Standard Uniform Cost Finding System a Feasible Proposition for the Small Printer?" by John M. Imrie, editor *Printer and Publisher,* Toronto.

"The Printer as a Business Man," by Charles Francis, president of the Printers' League of America, New York.

"Excessive Equipment" by Robert Schalkenbach, New York.

"Appraisals, Depreciation and Kindred Topics," by Walter W. Pollock, Manufacturers' Appraisal Co., Cleveland, Ohio.

"The Bindery Cost Problem" by Isaac H. Blanchard, New York.

Printing Trade Paper Publishers Organize

THE printing trade papers have been advocating organization as a means of bettering conditions in the printing trade and now they have organized themselves under the name "The Printing Trade Press Association." The organization meeting was held in Chicago on September 4, and was attended by A. H. McQuilkin and W. B. Prescott, *Inland Printer,* Chicago; C. F. Whitmarsh, *Printing Art,* Cambridge, Mass.; Warren Hait, Jr., *National Printer-Journalist,* Chicago; Chas. G. McCoy, *Printing Trade News,* New York; J. Clyde Oswald and W. C. Hales, *American Printer,* New York; John M. Imrie, *Printer and Publisher,* Toronto.

John Clyde Oswald of the *American Printer* and John M. Imrie of *Printer and Publisher* were elected chairman and secretary respectively of the new organization.

The question of how requests for reading notices should be treated was the one around which most of the discussion at the meeting centered. It was agreed that the value from the reader's standpoint should be the sole criterion by which reading matter relating to supply houses or their products should be judged; that no charge should be made for reading matter published on the text pages; and that there should be no inviduous comparison in such reading matter.



The presence of the ladies was a pleasing innovation at the banquet in connection with the U.T.A. Convention and Cost Congress. About 1000 persons were guests of the Chicago Typothetæ on this occasion.

The Fourth International Cost Congress and U.T.A. Convention

By John M. Imrie

ALL previous records of attendance at printers' gatherings were broken at the 26th Annual Convention of the United Typothetae of America and the Fourth International Cost Congress held in Chicago on Sept. 3-6, 1912. The total registration was in excess of 1,100, and included over 800 from points beyond the limits of the convention city. The craft in Canada was represented by W. H. Sweeney, Sweeney and McConnell, Victoria; A. G. Bagley, A. G. Bagley and Sons, Vancouver; John Stovel, Stovel Co., Winnipeg; O. H. Pollard, Saults and Pollard, Limited, Winnipeg; H. J. Hardie, Toronto Type Foundry, Co., Limited, Winnipeg; J. B. McCracken, Franklin Press, Limited, Winnipeg; W. S. Quinn, Public Press, Limited, Winnipeg; A. L. Lewis, Southam Press, Limited, Toronto; John M. Imrie, *Printer and Publisher,* Toronto; and Geo. M. Stewart, Geo. M. Stewart and Co., Montreal.

But new records for September heat and humidity also were established during the four days of the convention. The delegates sizzled in a torrid heat wave that struck Chicago just before the convention was opened and reached its height on the closing afternoon. The highest temperature officially recorded was 95 deg., but the mercury in "unofficial" thermometers, rose to the 104 deg. mark. Therefore, despite the large registration, not more than 250 delegates were assembled at one time in the convention room. The heat played havoc with what promised to be the largest and most successful convention of printers in the history of the craft of this continent.

WORK OF THE PAST U. T. A. YEAR.

The reports of the president, chairman of executive committee and secretary of the U. T. A., read by J. Stearns Cushing, A. M. Glossbrenner and Franklin W. Heath, respectively, gave evidence of the widespread scope of that organization's beneficient influence. The U. T. A. has now members in almost every city and town of importance in United States and in several cities and towns in Western Canada. During the past year new Typothetae were formed in 34 cities including Victoria, B.C. Individual memberships were secured in 40 towns and cities in which no locals have been established, including 6 towns or cities in Western Canada.

Twelve field men were busily engaged throughout the year installing the Standard Uniform Cost Finding System in the offices of members. At times this force was inadequate to meet the demands made upon it, thus showing the growing appreciation by the printers of United States of the need of a cost system in a printing office.

The secretary conducted an investigation into the hour costs and machine outputs of various plants and reported the following general averages, with comparisons with the general averages of the preceding year:

AVERAGE HOUR COSTS.

	1911	1912
Hand Composition	$1.20	$1.29
Linotype	1.62	1.69
Monotype	2.00	2.24
Monotype Caster		1.34
Monotype Keyboard	....	.90
Job Presses, all sizes	....	.76
Job Presses, 12 x 18 and smaller	.72	.74
Job Presses, larger than 12 x 18	77	.86
Cylinder Presses, all sizes	....	....
Cylinder Presses, larger than 25 x 38	1.46	1.61
Cylinder Presses, 25 x 38 and smaller	1 41	1.34
Cylinder Presses, larger than 38 x 52	....	2.19
Bindery Work, Girls', Hand	.34	.35
Bindery Work, Forwarders	.79	.89
Bindery Work, Finishes	.85	1.11
Bindery Work, Folding Machine	.98	1.09
Bindery Work, Ruling Machine	1.03	1.02
Bindery Work, Cutting Machine	.96	.89

HOURLY OUTPUT, MACHINE AVERAGES.

Output, Cylinder	961
Pony	1,070
Jobbers	943

During the year an "Open Shop Division" was organized for the protection of the interests of members who desire to maintain the open-shop principle. This division has its own executive officers and is maintained by special fees levied upon its members only.

The U. T. A. has continued the direction, in an advisory way, of the Winona Technical School of Printing in Indianapolis. The total cost of conducting this school for apprentices was $9,000, of which $3,000 was contributed by the U. T. A. and the balance from other sources. The registration in the various classes devoted to printing aggregated 140.

Two mutual fire insurance companies are being operated under the direction of the U. T. A. and are reducing the cost of fire insurance to its members. A sick and accident department was established during the year, but has not yet been generally used.

LEGISLATIVE WORK OF THE CONVENTION.

A special committee on apprentices, composed of H. P. Porter, (Boston); A. R. Barnes, (Chicago); I. H. Rice, (Los Angeles); Wm. Ptaff (New Orleans); and E. Lawrence Fell (Philadelphia); was appointed to study the whole question of how best to train apprentices and make a comprehensive report at the next convention. The committee was authorized to expend up to $2,000 in the prosecution of its investigations.

It was decided to ask the supply houses to require an initial cost payment of at least 25 per cent. in connection with the sale of new plants and further payments spread over a period not exceeding two years; to consider old machines taken out in trade as further payments rather than part of the initial cost payment; and to break up rather than rebuild and resell such old machines.

Officers for the ensuing year were elected as follows: President, A. M. Glossbrenner, Indianapolis; 1st vice-president, George M. Courts, Galveston; 2nd vice-president, Fred L. Smith, Minneapolis; 3rd vice-president, Jos. A. Borden, Spokane; 4th vice-president, A. F. Edgel, Philadelphia; treasurer, A. E. Southworth, Chicago. John Stovel, Winnipeg, was elected a member of the Executive Committee. New Orleans was selected as the meeting place of the next convention.

The convention made the following (among other) recommendations to the incoming executive committee:

1.—That U. T. A. territory by systematically divided and an auditor placed in each division for the purpose of visiting members who are using the Standard Uniform Cost Finding System and assisting them in securing adequate returns from it.

2.—That labor bureaus be established at central points to collect, collocate and interchange data regarding labor conditions.

3.—That local typothetae be encouraged to establish credit bureaus and interchange credit information.

4.—That the promotion of district cost conferences be encouraged. Coupled with this recommendation was a clause approving of the cost educational work conducted during the past year.

5.—That six members be appointed to meet with six representatives of the Ben Franklin Club of America to arrange a mutually satisfactory basis of affiliation.

6.—That efforts should be made to secure for the printer a reasonable differential in prices on paper, electrotypes, engraving, etc. It was the opinion of the convention that 20 per cent. would be a reasonable differential and that paper and other houses selling to both printers and their customers should use different price lists for their two classes of customers or allow printers a discount from the price lists supplied to others than printers.

WORK OF THE COST COMMISSION.

The work of the American Printers' Cost Commission and cost educational work generally were reviewed at the opening session of the Cost Congress by the chairman of the commission, J. A. Morgan of Chicago.

Mr. Morgan said almost 3,000 printing plants in United States are now using the Standard Uniform Cost Finding System, whereas prior to the first Cost Congress less than 25 were using cost systems that were worthy of the name. This increased use of cost systems has led to a material improvement in conditions in the printing trade of that country.

The Cost Commission has in preparation a standard accounting system and a standard inventory blank. These will shortly be ready and will then be available for the use of printers.

There having been some conflict of opinion on the question of what constitutes the Standard Uniform Cost System, Mr. Morgan made it clear that the basic principles of cost-finding contained in the resolutions adopted by the First International Cost Congress, rather than the set of cost finding blanks prepared by the Cost Commission constitute the Standard System. The Standard System is a principle of cost finding rather than a set of forms. The Cost Commission prepared a set of forms to show how these principles *may* be worked out; but any set of forms which is based on these principles and includes form 9 H is the Standard System.

BASIC PRINCIPLES OF THE STANDARD SYSTEM.

The basic principles that constitute the Standard Uniform Cost Finding System are embodied in a set of resolutions that were presented by the Cost Commission and adopted by the Cost Congress. These resolutions include most of the resolutions adopted by the first Cost Congress and are as follows:

1. For the purpose of arriving at the cost of production of printing, we recommend that the standard unit of product shall be the sold hour in the several departments.

2. That the standard hour cost shall be the gross cost, namely, labor, plus all overhead expense, department and office.

3. That the standard method of caring for the overhead expenses shall be to charge direct to each department all necessary items and to distribute office or general overhead expense on the basis of total department costs, including pay roll.

4. That, where possible, stock handling, storage and shipping, as well as sales, shall be kept as separate departments or may be included as items of the general overhead to the end that same be included in gross cost of mechanical department. (See editorial in this number on "Keeping Track of Stock Handling Costs.")

5. To cover cost of handling stock we suggest a minimum of 10 per cent. be added to the delivered price at the plant. Profit to be added to this amount.

6. That the standard rate of depreciation on standard machines to be charged to cost of production shall be 10 per cent. annually of original purchase price.

7. That the standard rate of depreciation on type to be charged to cost of production shall be 25 per cent per annum of its original cost.

8. That the standard rate of depreciation on type stands, chases, stones etc., to be charged to cost of production shall be 10 per cent. per annum of their original cost.

9. That interest on investment (paid in capital and surplus) at the legal rate of interest in the various localities is a proper charge to the cost of production.

10. That the standard rate to be charged off for bad debts shall be 1 per cent. of volume of yearly sales.

11. That in the operation of a printing plant to its average capacity, a minimum profit should be 25 per cent. added to cost of production.

12. That the standard terms of sale of the printers' product shall be 30 days net, due on the 10th of the month following date of purchase.

13. That for the purpose of arriving at the cost of monotype composition the keyboard and the caster be kept as separate departments.

14. That chases and patent blocks in the average commercial plant be considered a part of the composing room equipment.

15. That where type and material is kept standing for the convenience of the customer, as a matter of course, a proper charge should be made.

16. That in presswork ink should be charged as a special item, and not included in the cost per hour of presswork.

17. As a requisite for determining costs we endorse and deem necessary the use of an efficient loose leaf inventory.

18. Experience has demonstrated that inventories for insurance adjustments by appraisal companies have proven most satisfactory.

19. We recommend that the Cost Commission gather and tabulate complete statements of cost of production from as many standard cost system users as possible, throughout the country, and officially report their findings semi-annually to the trade directly or through the trade press.

20. We recommend that the Printers' Mutual Fire Insurance Companies operated by and for the printing trade, receive the careful consideration of all employing printers.

21. We recommend that Printers' Mutual Casualty Insurance Companies receive careful consideration of all employing printers.

22. We recommend the establishment of Printers' Credit Associations in all localities where practical.

23. We recommend that the proceedings of this Congress be printed and distributed to the delegates in attendance at this meeting and such other printers as may be deemed advisable.

THE GIST OF SOME ADDRESSES.

The more efficient training of apprentices was advocated by H. P. Porter of Boston as an antidote to the rapidly increasing cost of production in the printing trade. Mr. Porter said the system of education under which boys are trained in our schools and college is a "mis-fit," and largely because the average boy entering a printing office is "a victim of this system of mal-education" he also is a "mis-fit." During the seven years he has been connected with the Schol of Printing in Boston Mr. Porter has interviewed personally over 3,000 boys who sought admission to this school and although they were better educated than the average boy seeking work in a printing plant, 75 per cent. of them were unsuitable through mal-education. He is convinced that the chief and fundamental reason for the high cost of living and of producing printing is the lack of proper boyhood training. This lack of training to become skilled producers has its direct effect in clogging the wheels of progress and creating a consuming demand without a corresponding supply. Moreover it is denationalizing the nation's junior population. It cannot be expected that the ordinary schools and colleges will train apprentices to the printing trade. They can provide the preliminary training only, but they should graduate boys who can think in color, proportion, harmony, etc., as well as numbers. The further training that will make boys thus graduated skilled producers of printing must be provided by employing printers themselves. Adequate facilities for this training in trade schools should be provided for the boys who can afford to attend them and others should be trained in the offices of their respective employers. Both types of training should be along lines that represent the collective thought of the best thinkers in the U. T. A. For this reason Mr. Porter urged upon the convention the desirability of appointing a special commission to make a comprehensive study of the whole question of apprenticeship including the training of apprentices in other countries and other trades. This suggestion, as previously reported, was taken up by the convention, and Mr. Porter himself was appointed chairman of the commission.



Some members of the Canadian delegation and the delegate from Great Britain posed for "Printer and Publisher" while on the moonlight excursion.

Reading from left to right of picture: Top row, Mrs. O. H. Pollard, R. O. Austen Leigh, Mrs. John Stovel, W. J. Garraway, Mrs. H. J. Hardie, Mrs. J. B. McCracken; middle row, John Stovel, John M. Imrie, W. S. Quinn, O. H. Pollard; bottom row, Miss Witchall, J. B. McCracken.

F. I. Ellick, of Omaha said a cost system is the medium of extending justice to customer, employer and employee. Rightly installed and operated it will prove the panacea for most of the ills to which the printing business is subject. It will fully acquaint the printer with the many details of his own business and give him control over them. It will clear the atmosphere and remove the haze that hangs over many a business and enable its proprietor to see a profit in real money. As evidence that the use of a cost system will lead to increased profits and improved credit rating, Mr. Ellick said each of the 10 printing plants in Omaha that are using cost systems is better rated to-day than when the cost system was installed, while three shops that are not using cost systems have had their rating reduced.

The decoration of the walls of a printing plant with specimens of good printing was suggested by H. S. Stuff of Seattle as an incentive to the employees to improve the quality of their output. He suggested the launching of a campaign to advertise printing and urged printers to develop and create new business rather than merely "solicit orders."

H. W. J. Meyer, of Milwaukee, recommended that selling costs be kept separate from the general

expense and transferred to the various jobs by adding to the cost of each job the percentage that total selling cost bears to total manufacturing cost.

Charles Paulus of New York emphasized the importance of depreciating *on the original value* instead of the constantly reducing depreciated value. He said stock handling should be considered a part of pressroom cost, but in this contention he was not supported by the convention.

C. P. Byrd of Atlanta, pointed out that care in distribution is an important consideration in cost reduction. Too often distribution is done by apprentices who are not thoroughly familiar with the case, or the distinctions between similar type faces. A "dirty proof" is the result. This increases needlessly the number of non-productive hours and consequently the cost of productive time. Mr. Byrd defined office corrections as errors in spelling, punctuation, or paragraphing, use of wrong fonts, ommissions, doublets, or other variations from properly prepared copy. When the customer orders changes from his original copy or instructions, these changes should be considered "author's corrections" and charged.

It was demonstrated by J. C. Adderly, of Chicago, that the cost of employer's liability insurance in commercial companies is much greater than it would be in a mutual company handling printers' risks only. Mr. Adderly announced the organization of such a company under the name of The Ben Franklin Mutual Casualty Co.

The economy of employing only high grade operators on type-setting and type-casting machines was emphasized by W. J. Hartman, of Chicago. The labor cost is a comparatively small proportion of the total cost of operating these machines and if by employing a better man the output can be increased a few hundred ems an hour the matter of a couple of dollars a week extra wages is a mere bagatelle.

Other addresses were given by B. F. Corday, Cleveland; James A. Bell, Elkhart; W. E. Hobill, Detroit; F. L. Davies, Chicago; C. S. Pike, Jacksonville; E. L. Stone, Roanoke; A. J. Ferris, Philadelphia; D. A. Brown, Kansas City; R. F. Purse, Chatanooga; I. H. Rice, Los Angeles, and A. E. Southworth, Chicago. Mr. Southworth's address on the subject of "Efficiency in the Composing Room" was particularly good and will be covered in detail in a future number.

The Chicago Typothetae was host to the visiting printers and entertained them right royally. The entertainment included a moonlight excursion on Lake Michigan, a theatre party, and a banquet at the Hotel Sherman that is said to have cost $7 for each of the 1,000 persons who were present. A pleasing innovation at this banquet was the presence of the ladies.

First Cost Congress of Western Printers at Calgary

By Chester B. Ames

THE first cost congress of master printers of Alberta and British Columbia was held under the auspices of the Calgary Master Printers' Association, in Calgary on September 5 and 6. It was convened in the Board of Trade rooms on Thursday morning, Vice-President S. A. Hynd occupying the chair. There were present representatives from Calgary, Edmonton, Strathcona, Regina, Saskatoon, Lethbridge, MacLeod, Nelson, Fernie, Weyburn, Ponocka, Gleichen, Wetaskiwin, Winnipeg, Toronto, Ottawa, Vancouver and Chicago. The attendance was about sixty and was most representative of the printing industry in the West. Newspapers, large and small; big job plants and small job plants; all were represented by men who were seeking for more light, and the characteristic Western spirit seemed to dominate the assembly. Intense concentration upon the subject being presented was very noticeable. As one gentleman expressed it, he had travelled a long way and did not intend to lose one word of the papers or the discussion which followed each paper—not only general, but intelligent discussion.

On Thursday morning, September 5th, it was decided, that, owing to the counter attraction of the "Stampede" being held at the same time, and because of a rainy morning and the prospect of a fair afternoon, the session be held Thursday morning and an intermission be declared until the following Friday morning. This plan was adopted and R. A. Bindon, Secretary of the Vancouver Typothetae, delivered his address on "Organization and Modern Methods and the Results."

Mr. Bindon handled his subject in an able manner and showed that he had given the matter plenty of thought and study. He reviewed the work of the Vancouver Printers' Board of Trade, showing that whereas in the past the printers in Vancouver had been cutting each others throats, now they were working in great unanimity. One of the strong points in his address was that the buying public in Vancouver had been educated to that point where they realized that the printer was entitled to a fair profit and because of that realization had very largely stopped the practice of shopping for prices. Nearly all of the better plants in Vancouver are working with the modern cost finding systems and are enabled to compare results thereby in a very satisfactory manner.

Thursday afternoon the Convention adjourned en masse to the "Stampede" and enjoyed to the full what to most of them was an entirely original show. It was claimed, and with good reason, that the Stampede, as exemplified in Calgary, would never be repeated. Contestants came from as far as Mexico and Texas to compete in the various events.

On Thursday evening, the delegates met informally at the various hotels and houses and discussed printing in all its phases.

Friday morning the session was opened with an address by Chester B. Ames, of Toronto, who spoke on "Cost Finding and Common Sense," and en-

deavored to show that cost finding, while necessary, must be used only in connection with common sense methods. Another point that the emphasized was efficiency both from the office and the mechanical side. He introduced several letters from printers in Toronto showing the results of the installation of cost systems.

Matthew Esdale of Ottawa followed with an address entitled "How the Cost System Assists in Making Prices." This address proved one of the most interesting of the session. Mr. Esdale showed most conclusively that modern business methods were necessary to the success of the printer. Regarding the failures in Canada in 1812, Mr. Esdale pointed out that they were due largely to incompetence and lack of capital—lack of capital causing the greatest number—and drew attention at the same time to the fact that many persons who were practical printers were not sufficiently familiar with the business end to enable them to start in the business and conduct it with success. Another interesting item brought out in this address was the fact that Mr. Esdale's costs, in a good sized plant, were practically the same as those of a plant operated by two men one the owner.

On Friday afternoon, R. S. Van Pelt, of the United Typothetæ of America, spoke on "Cost Finding and Organization." Cost finding was exemplified by charts showing the Standard Cost Finding System. As Mr. Van Pelt is organizer for Western Canada of the U. T. A., it was only natural that he should be perfectly familiar with his subject and that his hearers, many of them who had never before seen the charts, should be intensely interested. Following the chart exposition, Mr. Van Pelt spoke on cost finding from his standpoint and proved that a printer of to-day without the modern methods of cost finding was like a ship, minus a compass, drifting here and there aimlessly.

The afternoon was closed by discussing Mr. Van Pelt's paper and the meeting adjourned until evening.

On Friday evening a banquet was held in the Grosvenor Grill and was enhanced by the presence of the ladies of the party. A. Schrag, B. D., acted as toastmaster. The following is a list of the toasts and those who spoke for them:

The King; Our Guests; M. R. Jennings, for the North; J. E. Pember, for the South; W. G. Foster, for British Columbia; City of Calgary, Alderman R. S. Whaley; The Purchasing Agent, Norman Rankin: The Craft, Chas. F. Hayes, Edmonton, Chas. Pohl, Calgary; The Supply House, John Martin, Winnipeg, W. R. Davis, Calgary. B. S. Lloyd gave the vocal selections in connection with Mrs. Howell's orchestra.

Alderman R. S. Whaley in responding to the toast—The City of Calgary—gave the visiting printers a very hearty welcome, and mentioned the fact that owing to the presence in the city of the Duke of Connaught, the Mayor was unable to be present.

Norman Rankin, Publicity Agent of the C. P. R., spoke of his dealings with printers and won much applause from the audience by stating that he had learned one important lesson—namely, to find a good printer and stick to him. He had discovered that quality and service were worth more to the C. P. R. than a possible reduction in price. Mr. Rankin explained how he had handled the ordering, delivery and recording of the large amount of printing and stationery that was required by his office and hinted that some of the printers should copy in some degree his methods.

One of the most important results obtained at this Cost Congress was the formation of a committee representing Calgary, Edmonton, Regina, Lethbridge, MacLeod, Nelson and Fernie, looking towards the formation of a Master Printers Association embracing Alberta, Saskatchewan and Lower British Columbia. This committee was instructed to get busy and report at an early date as to the best way in which to consummate this amalgamation and also to furnish a code of ethics which would be acceptable to the different cities. This Association should be able to bring the printers of this section in closer touch and to do a great deal of good generally.

A reception for the ladies of the Convention was held at the residence of Mrs. H. R. Smith, on Friday afternoon, and proved a most enjoyable event.

Too much credit cannot be given to the Secretary of the Convention, H. R. Smith, Western representative of the Winnipeg house of Miller & Richard. To his untiring efforts was largely due the success of the Convention.



Many members of the First Western Canada Cost Congress were enjoying "The Stampede" when this photograph was taken.

Arrangements for the Second Canadian Printers' Cost Convention

Technical School, Montreal, October 24th and 25th.

ARRANGEMENTS for the holding of the Second Canadian Printers' Cost Convention are now almost complete. Cards of acceptance are coming in in goodly numbers, and everything points to a large attendance. The Montreal printers are sparing no effort to make the convention a huge success, and the utmost enthusiasm prevails at headquarters. With a few minor changes, the programme stands as it appeared in last month's *Printer and Publisher*. It consists of the following items:—

THURSDAY, OCTOBER 24.

10 a.m., Registration and Get Acquainted Session.

Meeting called to order by temporary chairman, Wm. A. Desbarats, Montreal.

Address of welcome, His Worship the Mayor of Montreal.

Address of welcome, G. DeSerres, President Technical School, Montreal.

Greeting of Montreal Printers and Allied Trades, C. R. Corneil, Montreal.

Response to Address of Welcome and Greeting, C. H. Parmelee, King's Printer, Ottawa.

Election of Permanent Chairman, Vice-Chairman, Secretary-Treasurer.

12.30 p.m., Luncheon Served, Convention Hall.

2.00 p.m., Business Session.

Co-operation and Organization, Jas S. Brierley, Montreal.

The Advent of the Merchant Printer, Atwell Fleming, Toronto.

Bookbinding, Thomas V. Bell, Montreal; J. H. Johnston, Montreal.

What organization and the cost system have accomplished and have yet to accomplish for the printing trade throughout Canada, John M. Imrie, Manager Printer and Publisher, Toronto.

7.30 p.m., Business Session.

Cost of Production in Montreal, Gain E. D. Corneil, Montreal; Joseph Bourassa, Montreal.

Permanent Organization.

Art in connection with commercial printing, Wilfred Molson Barnes.

FRIDAY, OCTOBER 25.

10.00 a.m., Business Session.

Color printing, Chester A. Linderworth, Montreal; Travice A. Tod, Montreal.

Organization Experiences, E. J. Page, Sherbrooke; Harry E. Hinds, Montreal.

New Standards in the printing business, John Clyde Oswald, editor The American Printer, New York.

L'Organization et la Co-operation, J. B. Lapointe, Montreal.

Appreciation of a cost system from a customer's standpoint.

12.30 pm. Luncheon Served, Convention Hall.

2.00 pm. Business Session.

Trade schools, Chas S. J. Phillips, Montreal.

Demonstration of the Standard Uniform Cost Finding System (illustrated by charts), Albert W. Finlay, member American Printers' Cost Commission.

7.00 p.m., Banquet (informal dress), At Montreal Club, top floor, Dominion Express Building, corner St. James and St. Frs. Xavier streets.

It has also been decided by the committee to have five minute talks by the delegates on any subjects they wish to discuss. A query box will probably be placed in the hall, into which delegates can slip written questions, which will be taken up at a convenient time in the proceedings.

RAILROAD RATES.

Arrangements have been made with the various railway companies for a round-trip rate of single fare-and-a-third, provided 50 or more delegates from points outside Montreal attend the convention. To obtain this reduction delegates will purchse one-way first-class tickets to Montreal, and secure with such ticket a standard railway convention certificate. If 50 or more of these certificates are presented at the convention those presenting them will secure tickets to their homes for one-third regular rate.

ENTERTAINMENT.

The Committee on Entertainment and Reception has arranged a splendid programme of entertainment for the visiting ladies, as well as the gentlemen. The ladies will be given an automobile ride around Montreal on the afternoon of the 24th on the 25th they will be tendered a luncheon and taken in a personally conducted tour of inspection of McGill University, the new Art Gallery, M.A.A.A. Club House, and other places of interest and in the evening entertained at the theatre.

REGISTRATION.

The registration fee has been fixed at two dollars, which entitles the delegate to admission to all the meetings and the two lunches. Tickets for the banquet on Friday evening will cost three dollars.

The Montreal committee have sent out to the printers and members of the allied trades outside of Montreal, a booklet, "Montreal," printed under the direction of the Montreal Business Men's League and under the auspices of the Montreal Board of Trade. The booklet advertises Montreal, showing many of its points of interest. Accompanying the booklet is a four page circular advertising the Cost Convention, with a map of the city for the convenience of strangers. The map shows the location of the railroad stations, theatres, hotels, Technical School, Dominion Express Building, where the banquet is to be held, the office of the Printers' Board of Trade, etc.

Printers in cities outside of Montreal are especially urged to make up large delegation for the convention. The more printers in each locality who can be interested in the work of the cost congress, the better for all the printers in the district.

COST COMMISSION MEETS.

The Canadian Printers' Cost Commission will hold a meeting in Montreal on the day preceding the Cost Convention, October 23, to decide finally on the form of permanent organization that will be recommended to the Convention. Considerable attention has been paid during the past year to this feature of the work and it is expected that a satisfactory plan will be proposed.

GENERAL COMMITTEE.

The programme and other arrangements for the convention are being looked after by the following General Committee:—Wm. A. Desbarats (Chairman), Charles S. J. Phillips (Vice-Chairman), Chas. H. Tice (Secretary), J. B. Lapointe, Joseph Fortier, C. Howard Smith, Victor Guertin, C. R. Corneil, Emilien Daoust, A. A. Hodgson, Travice A. Tod, C. C. Ronalds, W. J. Bennallack, Edm. Sawyer, Wm. S. Campbell, Charles Hubling, Robt. K. Lovell, Wm. H. Sears, C. Howard Smith, and Rev. Frere J. Bourassa, of Montreal; H. L. Rous, F. M. Kimback, Richard Southam, A. Macoomb, Atwell Fleming, R. T. McLean, and Douglas Murray, of Toronto; Fred. Boardman, Matthew Esdale and George H. Popham, of Ottawa; George H. Saults and John Stovell, of Winnipeg; W. A. Monahan and S. R. Frame, of Halifax; Joseph Dussault and Thomas J. Moore, of Quebec; E. J. Page, of Sherbrooke; George Allen, of Hamilton; F. H. Dobbin, of Peterborough; W. J. Taylor, of Woodstock; Alex. D. Bean, of Berlin; J. J. Hurley, of Brantford; C. W. Young, of Cornwall; A. McMillan, of St. John; E. J. Payson, of Sackville; G. P. Smith, of St. Johns; Joseph Barnard, of Three Rivers; J. de L. Tache, of St. Hyacinthe; George Legge, of Granby; W. E. Smallfield, of Renfrew; Wm. Jackson, of Kingston, and J. B. Frenette, of Fraserville.

Officers of the Second Canadian Printers' Cost Convention



William A. Desbarats
Chairman



Charles H. Tice
Secretary-Treasurer



Charles S. J. Phillips
Vice-chairman



TECHNICAL SCHOOL OF MONTREAL
Convention Headquarters



C. Howard Smith
Chairman, Reception Committee



Joseph Fortier
Chairman, Finance Committee



William H. Sears
Chairman, Credentials Committee

Some of the Speakers at the Second Canadian Printers' Cost Convention



John Clyde Oswald



Albert W. Finlay



James S. Brierley



J. B. Lapointe



C. H. Parmelee



Gain E. D. Corneil



Atwell Fleming



J. H. Johnston



Thomas V. Bell

Speakers at the Second Canadian Printers' Cost Convention



Wilfred Molson Parnes



E. J. Page



John M. Imrie



Harry E. Hinds



Joseph Bourassa



C. R. Conrell



Travice A. Tod



Chester A. Linderworth



George H. Saults

The Printer of Yesterday and To-Day

By C. Dunnet

Superintendent of R.G. McLeans', Toronto

IN the immediate past—just before the advertising agency had become a factor in the production of publicity, and when the buyer of printed matter depended almost entirely on the judgment and advice of the printer, several classes of compositors developed who became more or less expert in the line of work to which they were most accustomed.

This was only a natural result of the tendency of all trades to specialization and increased output.

The apprentices, graduated from the larger offices, usually drifted into one branch of the business, or rather into the execution of one class of work. The all-round printer of the country office who had a general knowledge of a good many classes of work—who used to be given a piece of copy which he would set up, proof, and lock-up for the press, and also do the presswork—began to disappear, and gradually the specialist took his place, because he could lock up a railroad time table or tariff, while the all-round man was doing the "quick-change" act mentally, and moving his thoughts over from the composition of a catalogue title page to a job of stonework.

The all-round man belonged to a generation previous to this, and with the development of the art and the mad rush of the age he has been relegated to the scrap heap. This is to be regretted, for there is still a place for the bright all-round printer, and that place is at the head of affairs, either in the composing room or in the business office.

The work in the composing room is gradually becoming merely a matter of mechanical ability, and this is being brought about since the introduction of the modern equipments of the present day for the setting of types by machinery.

Formerly the style and display given to work was largely thought out by the compositors in the composing room after the work was secured and started by them. It took longer time to produce and lacked the finish and artistic appearance of much of the work turned out to-day.

The buyer of printing to-day has got to be shown, and the salesman who can show him is the man who is going to get the work.

Formerly the printer got the job and put it up to the best of his ability. If it was satisfactory, well and good; if not, and the buyer did not know the difference, well and good also; but if he did know what he wanted and did not get it, then in most cases the printer would lose. Now a salesman must first show his customer something that will sell his goods for him, or at least make him think that it will. He must submit his ideas to the buyer in such form that the buyer will think that he is getting a good thing. In order to do this he may require designs, plans, dummies, and sketches, and before the work gets to the compositor it has all been thought out to the smallest detail, and about all that is left for the compositor to do is to carry into effect what has already been planned—a mere mechanical operation.

The compositor who was expert in tariff and display work fifteen years ago may, in a good many cases, be unable to make good to-day by the new process of producing the work. The training of compositors in the old way is obsolete. The printer of to-day must be fully acquainted with the possibilities of the typesetting machine and be governed in his work by those possibilities. More than ever he requires abundance of material, for the assembling of the type matter is purely a matter of speed and accuracy. Work cannot be produced by the aid of machinery without being planned in advance, and here is where a higher standard of compositor is required —a new department in the production of printed matter—and this compositor we will call the "architect" compositor. It is a medium between the composing room and the sales department. The work of the compositor in this department would be to lay out all the work which required any special treatment; and, in fact, all work should pass through this channel before being given to the compositor. The "architect" compositor is required to do the thinking for the man at the frame. He must know the facilities of the office to the minutest detail—its condition daily, and the amount of work going through. He marks all copy to the proper sizes of type, indicates display—making sketches, if necessary; and if the copy is not fit to go to the compositor it is either put in order by him or returned to the author for revision. By this method when work is started in the composing room it usually goes through without hitting very many "snags," and the actual time taken in composing jobs is greatly reduced and the work is turned out much more satisfactorily to all concerned.

The printer to keep up with modern requirements must adapt himself to the new conditions and equip his plant to meet them. If he does not he will soon get into the rut and wonder why so and so is busy, while his plant is practically idle.

The buyers of printing are being educated by the experts in publicity to the possibilities of type, paper and ink properly displayed, and the printer must now, more than ever, put brains to work on these problems, and while a man at the case is racking his brain for an idea that may not be what the advertiser wants, he has no way of finding out until he has used up valuable time working it out in type. It would be just as unreasonable to ask a carpenter or bricklayer to plan a part of a building after he had started to nail the roof on or lay the bricks. The plumber, the carpenter or mason simply carries out the ideas of the architect and does what is previously thought out and planned. This is what is happening in the printing business. The "printer-architect" will be developed from the brainiest of the composing room staff. The man who has studied the requirements of the business, is possessed of artistic ideas, and can express them on paper with pencil for the guidance of others.

This may tend to remedy an apparent evil in the composing room to-day. The uniform scale of wages which employers have to pay is an injustice in many cases. In an "alley" may be working two men, one of whom has spent a great deal of time and thought on his trade in mastering the different details thereof. The other man does not think of his work from the time he leaves at night until he returns in the morning, and it would not be so bad if he would think some more of it when he does start in the morning. The result is that the one is worth a great deal more to the house than the other. Any printing office no matter what size, would benefit by adopting this method. Select one or more of the best compositors and start them revising copy for the composing room, sketching plans for compositors, and putting ideas on paper for the men who are not possessed of any particular artistic ability, but are capable of turning out good composition if planned for them. This would be a step in the direction of grading the compositor according to ability—something that must come sooner or later in the printing business, and if it is not done in some way by the employers the unions will have to shoulder the responsibility and put their members in their proper class as to earning power. There is at present a feeling of dissatisfaction among the majority of the better class of printers in regard to the uniform scale of wages. They contend that there is no incentive for a man to advance in the knowledge of his trade, for any kind of a "dub" printer can get a job and draw just as much wages. Whichever side solves this question most satisfactorily—employer or union—will gain a decided advantage over the other.

The printer of yesterday then was a man who had a conglomerate idea of art, knew how to set type, and was the supreme judge of what was and was not good type display.

The compositor of to-day is, or should be, a man who also knows how to set type, who thoroughly understands the assembling of work from the machines, and be able to do the mechanical work required in sending forms of type or plate to press. The work of the artist and advertising specialist is largely eliminated from his duties. He must do his work mechanically along lines that have already been designed for him, and this is the only way by which efficiency can be secured in the composing room, without which both the employe and his employer will lose in the race.

Organization and Modern Methods

By R. A. Bindon

Of White & Bindon, Vancouver; Secretary Vancouver Typothetæ

ORGANIZATION in the printing business is something that during the past few years has been greatly in the limelight, and yet, at the same time there are still a great many to whom the word "Organization" as far as the printing industry is concerned, means nothing. To these gentlemen I am particularly addressing myself, giving you only facts that I have seen, and which have been part of my own experience in the community in which I live. With organization comes knowledge, without which, we as business men cannot expect to succeed. Cases may be pointed out where men have without organization reached a position known as "easy street," yet to the lack of organization may be laid the failure of many practical men. The average print shop is made up of a great many units, the success of one depending greatly on the other, and it is here that shop organization tells its tale.

DEPARTMENT ORGANIZATION.

Each department must be thoroughly organized in itself so that the requisite work which has to be passed on will be in readiness for the next department to take it up without delays, as the output and operating cost of each department greatly depends on the efficiency and organization of the other units. In a great many cases the reason for unnecessary time and delays can be laid to the conditions prevailing in the shop, such as, poor light, insufficient space, lack of material, and no system. Give your men proper conditions to work under, and then see that you get the results.

GENERAL ORGANIZATION.

Here is where to my mind the climax is reached, no matter how well your shop may be organized, and what results you may be getting, you are at the mercy of the buying public. In making this statement brings me to where I can speak from experience and give you a brief history of the organization with which I am affiliated. The power of printing has always held the whip hand, as far as the price of work was concerned. This cannot be denied, or why should we have passed through the years of cut-throat competition on the part of our fellow craftsman, and the piracy of the buyer. The answer is plain. The printer did not know his own business, did not know the cost of what he produced, how therefore could he place a selling price on it? He guessed at what he thought he could get for it, and invariably took what the customer would pay after passing it around for competition.

Our organization in Vancouver was started eight years ago this April, with a membership of about ten, and has been in continuous working order since that date. To-day our list has increased to fifty-three members. It is known as the Vancouver Printers' Board of Trade. At its inception it was decided to make it a one price organization, and this plan has always been carried out, and to it along with the untiring efforts of our manager, may be attributed its success. Our system was to scale all work according to cost of labor and material, plus a standard percentage of profit. Of course in the early days of our board of trade we had to depend on what we thought an hour's composition, presswork, etc., was worth, and although we did not get anything like we should have, yet the destructive competition was eliminated. A price list containing all work of a standard variety was made up, and all other work

on which an individual price had to be given was estimated by the manager of the board, and became the price for all who might be asked for a figure on that particular piece of work. This system has done away with a great amount of estimating, the public having become educated to the fact that it was only wasting time to shop around from office to office.

Now we have plenty of competition, but it is of a different character than what we had years ago. To-day it is a competition of quality and service, and not price alone. Our customers of to-day are our customers providing we give them proper service and quality, but under the old system nobody was your customer unless your price was lower than the majority. In addition to having educated the general buying public to the increased prices which the advance in labor, rent and material have necessitated, our board of trade has brought about a feeling of trust and confidence among its members, that makes it a pleasure to do business under the existing conditions. In cases, as sometimes do happen, a customer states that he has received a better price from another board member, that member is communicated with by the party affected, and in the majority of cases it is found that the customer is not telling the truth. Sometimes an error is made, but on every occasion the party making such error as soon as his attention is drawn to the matter, goes to the customer and requotes the job at the correct price.

The executive committee meets every Tuesday at luncheon, inviting all others who can to join us, and on the third Thursday of each month we hold our regular meeting and dinner. This brings all of us together once a month, and keeps the good feeling among the boys. Forget your grudge against your fellow-printer. Get acquainted with him, and you will find that he is not as bad a fellow as you thought. Help him along with whatever knowledge you may have that would benefit him, and it will come back to you in turn. If sometimes when you are working for the best interests of the organization you find your brother member not up to your ideals, talk the matter over with him at once, and educate him up to your standards of honesty and integrity.

MODERN METHODS.

The time has arrived in the printing business where it is no longer necessary to guess at things. The standard cost system that is being installed all over the country by the U. T. A. make it possible for every printer to know his own business, to find out what every hour in each department is costing him, at the same time giving him a complete record of time and bringing all departments to a state of efficiency that is impossible to get without the cost system. In the office end of your business you, as a business man, want to know that every cent is properly accounted for, yet in many plants hundreds of dollars slip away unaccounted for in the mechanical departments through lack of system and time being improperly accounted for. Install a cost system in your plant and then you begin to find out a great many things that you never knew before. It will enable you to find out the jobs that you may have produced time and time again at a loss; it will place facts before you which will give you the backbone to turn down work that will not show a profit, and will give the facts and figures to show you why you should get the price for your work.

The following figures are the result of a ten months' average compiled from the records of thirteen shops in Vancouver using the standard cost finding system: Hand composition, $1.40; machine composition, $1.67; job press, 75c; cylinder press, $1.66; ruling, $1.10; feeding and folding, 79c; machine bindery, 85c; hand bindery, 40c; stock cutting, $1.30; rubber stamps, $1.03. To these costs are added 25 per cent. for selling prices.

Gentlemen, let me say that we as printers should wake up and take our place among the best business men in our community. Our industry is one of the greatest in the world; in fact, all other industries and business depend to a great extent upon printer's ink in order to successfully carry out their own organization and further development.

I would here like to read you a letter from a printer to the president of a large lumber concern. It contains such a comprehensive and dignified statement of the present-day position of the printer business man that it is worth while hearing.

Acknowledging receipt of your highly esteemed favor, I am sure you do not wish to be drawn into any argument over this little matter, and further, I do not wish to impose upon the thoughtful consideration already given me. Your first reply was immediately followed by a request for estimates from your company. In our reply you found a similarity of prices quoted by other establishments that sniffed of a gentlemen's agreement, if not a downright combination to control prices. There is no combination to control prices but a nation-wide wave of education on cost finding is in progress, and the printers are beginning to know each other and the methods of their competitors' conduct of their factories (and consumers' offices), which is tending to the levelling of prices and the stopping of ruinous competition.

Your supplemental reply struck directly to the very heart of my letter to you. Everything being equal, I did not see why our shop could not hope to get some of your business. If there was a combination, (and I say that there is not a printing house in Tacoma but is free to quote any price on anything to anybody at any time and upon any condition), you surely would not condemn the members of such a combination, would you? The highest statisticl authorities in our governmental bureau place the printing industry seventh in the scale of importance, which scale is figured by the value of the product. (Pretty close to the lumbering industry, isn't it?) Yet where do you find the units of this great industry when it comes to scaling them on financial or social lines? Where lies the reason? You know.

No class of business people better know how quotations on the products of other branches of industry are made and maintained than do the printers. They note the prosperous bearing of the various members of these price controlled industries and content themselves with the scraps which fall from their tables, or fight with their fellow craftsmen over the dry bones that are cast at them.

The printer does not shop around from store to store or mill to mill to ascertain the lowest priced sack of flour. he knows the futility. He knows that when one miller changes the quotation on a certain grade of flour that the other millers' prices change at the same time. He knows that the price of sugar, salt, woolen goods, coal, oil, butter, eggs, meat, lumber, type, machinery, paper, labor, etc., run likewise, grade for grade, pound for pound, dollar for dollar, penny for penny. He sees the railroads and other public utilities under guise of compulsion of law form traffic associations, establish uniform tariffs, and when variations are made in the way of rebates or discounts the recalcitrants are dragged into court and heavily penalized for what? for having cut the quotations of competitors. And the public applauds. Five years ago we produced for your company 1,000 of your form 192 and 5,000 of your form 192½ (nearly identical order in size) we quoted $19.50, and are met with the statement that our prices are not competitive. Maybe they are not ruinously so, but I feel safe in saying that no good argument can be advanced against a raise of barely five per cent. in 1911 against a price that was considered fair in 1906 and 1907. A journeyman printer's wage in 1907 was $3.50 per day of eight hours. To-day the same workman demands and receives $4.25 per day of eight hours. Pressmen ditto. Rent 33 1-3 per cent. higher. Paper and all other raw materials being greatly increased prices, yet a 5 per cent. increase on our product to the consumer is resisted and cast aside as if it were an attempt at blackmail or highway robbery. I freely admit you should have called the police when our quotation was received, and we would probably be prosecuted for using the mail to defraud. Yet you may have been paying me back

in kind by not doing so, for in August, 1910, I ordered a small bill of lumber shipped from your mill to me at Strathcona. Your f.o.b. list, published in April, quoted $17.50 per thousand, and your discount sheets showed your real price to be far below that figure; yet I was charged and paid without protest at the rate of $22.50 per thousand.

Gentlemen, with organization and modern methods the printer of to-day is able to take a stand such as our friend in this letter, and not allow himself to be made a bargain counter for the benefit of his customers. A proper cost system stands for fairness to your customers. The results are worth the effort. Try it.

Extensive Plans for Ohio Cost Convention

A NEW departure will be made at the second annual cost convention of Ohio printers, which will be held in Cincinnati, October 3, 4, and 5, 1912. Adjoining the auditorium in which the convention will be held, is a large machinery hall, and this is to be utilized for an extensive exposition of printers' machinery. Space has already been taken by leading manufacturers, ensuring the holding of a larger exposition than any held heretofore. For the convenience of delegates, a caterer has been secured, who will serve meals in the convention hall without cost to all registered delegates. As a further incentive to secure a large attendance, the president of the convention offers a silver loving cup to the vice-president or district, with the highest percentage of registration at the meeting.

The programme of the Ohio convention may suggest some ideas to those Canadian printers who are following up the cost convention idea.

FRIDAY, OCTOBER 4th.

Morning Session—9:30 A.M.

Registration.

Invocation—Bishop J. M. Walden.

Address of Welcome—Hon. Henry T. Hunt, Mayor of Cincinnati.

Response—Albert Scholl, Chillicothe, Ohio, Vice-President District No. 9

Reports of Executive Officers.

Reports of District Vice-Presidents.

Appointments of Committees.

FRIDAY, OCTOBER 4th.

Afternoon Session—2:00 P.M.

Addresses.

"The Printer as a Business Man"—W. J. Hartman, Chicago, President Ben Franklin Club of America.

"Organization"—Charles F. McElroy, Cleveland, Secretary Ben Franklin Club of America.

"Your Business, Your Customer, and Yourself"—Earl R. Britt, St. Louis.

"Taxable Value of Printing Plants"—Fred. M. Lloyd, Chicago.

FRIDAY, OCTOBER 4th.

Evening Session—7:30 P.M.

Addresses.

"Efficiency"—Chas. Francis, New York, President Printers' League of America.

"Costs in a Country Printing Office" (with Stereoptican Views)—Roy T. Porte, Secretary Ben Franklin Club of Cincinnati.

SATURDAY, OCTOBER 5th.

Morning Session—9:30 A.M.

Addresses.

"Standard Uniform Cost System" (with Question Box and Discussions)—Frank I. Ellick, Omaha.

"Ohio Workmen's Compensation Law"—Chas. F. Waltz, Cincinnati.

SATURDAY, OCTOBER 5th.

Afternoon Session—2:00 P.M.

Reports of Committees.

Election of Officers.

Selection of Meeting Place for 1913.

Presentation of Cup to District Vice-President Showing Greatest Percentage of Attendance.

Addresses.

"The Science of Business Building"—A. F. Sheldon, Chicago, President The Sheldon School.

"The Printers Opportunity"—Henry P. Porter, Boston.

"An Original Benediction"—J. C. McMillan, Monroe, Mich.



H. R. SMITH

To whose efforts much of the success of the Western Canada Cost Congress was due.

JOB OFFICE.

The new price list of the Essex and Kent Printers' and Publishers' Association went into effect September 1st.

Fred Hughes and C. E. Perry, for some time connected with the Windsor Standard, are opening a job office at Windsor.

Matthew Esdale, of Esdale Press, Ottawa, is touring Western Canada. He attended and spoke at the Cost Congress in Calgary on September 5 and 6.

O. H. Pollard, of Saults and Pollard, Winnipeg, spent a couple of weeks in Ontario after attending the U. T. A. Convention and Cost Congress in Chicago.

A. G. Bagley of A. G. Bagley & Sons, Vancouver, returned to Vancouver early in September after a two months' trip to Eastern Canada and the Eastern States.

The Hugh C. MacLean Company, publishers of trade newspapers, have purchased the property at 118 to 120 Bond street, on which they will erect a new building in the near future.

The Commercial Press, Limited, Toronto, publishers of trade newspapers, have moved from Melinda street to larger premises at 32 Colborne street, and have added to their equipment a new cylinder press.

The Junior Press is the name of a new printing office, just opened at 72 Adelaide Street East, Toronto, by T. B. Williams. Mr. Williams was formerly superintendent of the private plant of the 5 in 1 Letter Envelope Company, Toronto. He is also known as author of "Hints on Imposition."

Announcement is made that the Methodist Book and Publishing Company will sell their present building on Richmond street, Toronto, and erect a large new building on the Beverley Robinson property, Queen street west, which has just been purchased by the Publication Board.

The Weaver Press, Berlin, Ontario, has been purchased by H. A. Moyer, of that city from F. I. Weaver, who recently accepted the management of Bookseller & Stationer, one of the trade newspapers issued by the MacLean Publishing Co. Mr. Moyer has changed the firm name to The Moyer Press. Mr. Moyer comes of an old newspaper family, his father, the late P. E. W. Moyer, having established one of the early Western Ontario dailies, the Daily News, of Berlin, merged after his death with the Daily Record, since which time the paper has been published as the News Record.

REVIEW *of* SPECIMENS

THE STRATHMORE PRESS, Toronto, Ont.—The calendar submitted is probably the most attractive specimen received by this department during the past month. A piece of bright red cover stock is used as a background, on which is tipped the illustration, done by the three-color process. Along this is a piece of dark green cover stock, trimmed smaller than the red stock to show a margin of red, and with a panel cut out to show the illustration. This is printed in light green and gold bronze, and has a calendar pad attached at one side. The whole is hung with a dark green silk cord.



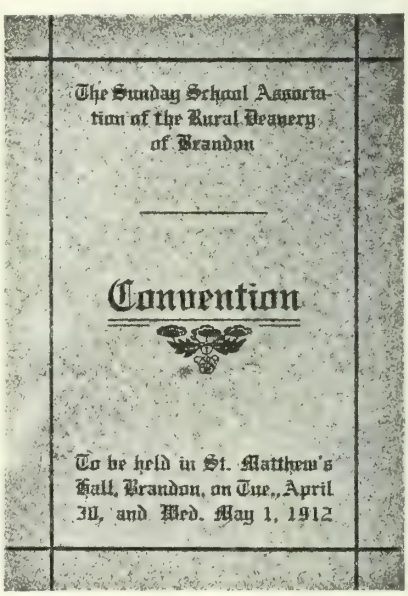
Attractive calendar from The Strathmore Press, Toronto, Ont.

Standard Printing Co., Markdale, Ont.—The specimen submitted has not been very well arranged; the first page especially is poor. A more pleasing effect would have been secured for this page had the matter been arranged in groups instead of being evenly spread over the entire page. A suggestion for the rearrangement of this page is offered in the reset specimens.

The Vegreville, (Alta.) *Observer*. When the conconditions under which your booklet was produced are taken into consideration, there is nothing worthy of criticism in the presswork. However, the whole tone and character of the booklet might have been improved if more attention had been paid to the general make-up, the ordering of the engravings and their arrangement on the page.

The beauty and attractiveness of an illustrated booklet depends almost entirely upon the engravings —their size, proportion and arrangement upon the page. To secure pleasing results the printer should know definitely just what position each one will have on the page—not by guesswork, but by actual measurement on a layout sketch. Thus, before the order is sent to the engraver, he may determine the proper size to which the illustration should be reduced or enlarged so as to appear at their best upon the page, and may know definitely whether the cuts of each pair of pages will be properly balanced in the finished booklet—it also adds greatly to the appearance of a booklet to have a uniform style of treatment for all engravings.

F C. Norris, Elkhorn, Man.—The samples submitted are for the most part very creditable. The two best specimens are the letterhead and the cover of the Convention programme, one of which is reproduced herewith. Although the cover of the Prize List of the Elkhorn Agricultural Society has been fairly well arranged, a suggestion for another way of treating the matter is offered among the re-set specimens.



First page of a folder from F. C. Norris, Elkhorn, Man.

Stettler, (Alta.) *Independent*. — There is certainly very little to criticize in the specimens submitted, as both have been tastefully treated. The notehead is just a trifle deep, and would be better proportioned if drawn up a little. The cover of the Menu is treated in a very pleasing and original style. However, the type

used is hardly strong enough to offset the effect of the heavy rules. It would therefore have been better to set the matter in a heavier typeface. When two colors of paper are used for a piece of work, best results are secured when the darker color is used for the cover and the lighter one for the inside.

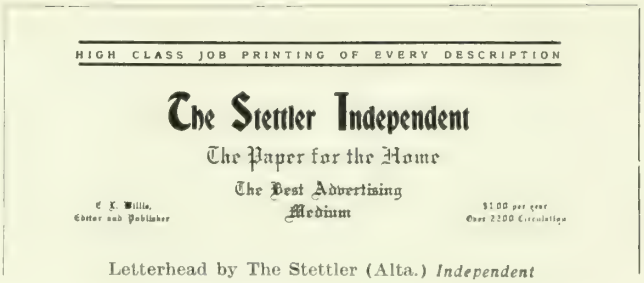
Pembroke, Ont., *Observer*.—The Banquet folder



Cover Page from The Stettler (Alta.) *Independent*.

is probably the best of the specimens submitted. The pleasing style of treatment given the first page has been carried out on the inside page and combines to make an attractive piece of printing. The best card is probably the one printed in two colors for the *Observer*.

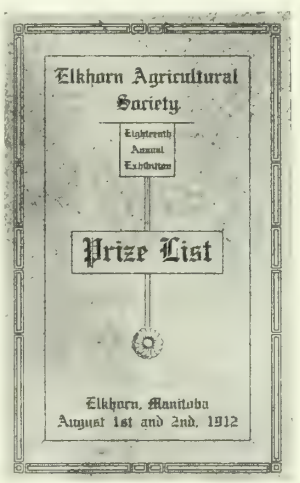
Arthur McMath, Goderich, Ont.—There being a



Letterhead by The Stettler (Alta.) *Independent*

large amount of matter on your letterhead you have followed the excellent plan of dividing it into panels. However, the letterhead would be improved if the inner panels were brought within four points of the outer panel. This would also provide the necessary space to bring the name of the firm within the centre panel and continue this panel around type.

The Melita (Man.) *Enterprise*.—Your envelope corner might be improved if all rulework were left out, the matter in the second and third inner panels set a trifle smaller, and the whole drawn up a little nearer the top of the envelope.



Example 1

Page Printing and Binding Co., Sherbrooke, Que.—From a typographical point of view the portfolio submitted for review is neat but simple. The presswork, however, is excellent, the duo-types especially showing up clean and sharp.

The Progress Printing Press, Forward, (Sask).—The specimens submitted have been creditably handled, the best one probably being the letterhead of T. A. Easson. Although the copy of the cover of the Reception programme appears to offer difficulties, it has been very effectively arranged in your specimen. However, a little better grouping together of the matter might have improved it a little.

Thomas Wade, Cowansville, Ont.—The announcement of the Cowansville Academy has been fairly well arranged. A better arrangement could

Send us some samples of your work for inclusion in the monthly Review of Specimens. They will be reviewed as exhaustively as possible and constructive criticisms based on the fundamental principles of good typography will be offered whenever necessary. Samples should be mailed flat, otherwise they cannot be reproduced.

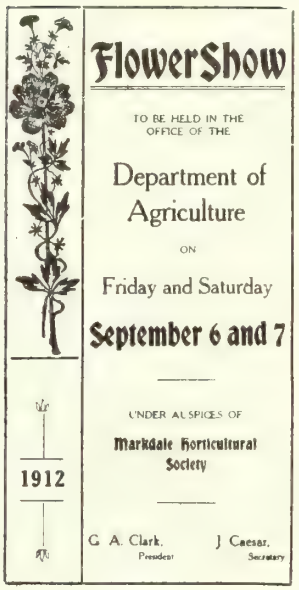


Example 2

have been secured for the cover if the border had been made a little larger. In the present arrangement it appears to cramp the type matter.

THE RESET SPECIMENS.

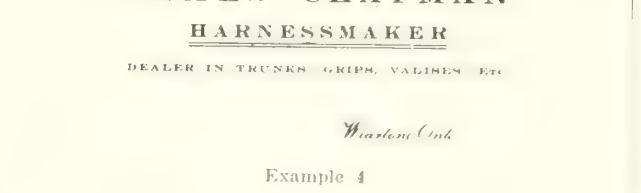
The insert this month is devoted to reset specimens of work submitted to *Printer and Publisher* for review. An actual resetting in conjunction with a review of the jobs compositors have found difficulty with, should not only prove more interesting and instructive to those who originally set the jobs, but to all who have anything to do with typographical design.



Example 3

Example 1.—The original design of this booklet cover page is not uninteresting, in fact, it is above the average in attractiveness and neatness. However, it may be made still more pleasing and attractive by a few improvements. It would have been better to omit the rulework in the centre of the page as it does not add to the value of the design but has a tendency to crowd the type matter. The words "Prize List" form the real title of the booklet and would therefore look better at the top of the page. The reset page is designed along simpler lines and the effect obtained is more pleasing. The type matter is smaller and neater and appears to better advantage arranged in two groups. In the border a very decorative effect has been secured by simple rulework.

Example 2.—The main objection to the three pages of this folder is the uninteresting and commonplace treatment given them. The value of the pamphlet would be considerably enhanced by a more attractive treatment. The cover page would be improved if the periods were left out entirely so as to give a little margin to the type matter. Over-running the lines "Cowansville and Durham" and "Woman's Institute" to four lines would also improve the cover. The inside pages appear to be one sided and would look better if the lines were centred. In the reset example the rulework gives a pleasing touch of decoration to the pages.



Example 4



Example 5

Example 3.—The main reason for the disorderly appearance of this page is that too many lines have been prominently displayed. It is difficult indeed to secure an effective arrangement when nearly every other line on the page is emphasized. Good results are secured when only one or two points are brought out. The fact that the lines are evenly spaced and spread over the entire page also adds to the disorderly appearance. Arranging the matter together in groups as in the reset specimen is usually the best plan to follow.

Example 4.—The original letterhead has received but scanty attention as to its design and arrangement. In the reset design the copy has received more careful treatment. The smaller type has a neater appearance and the rule around the edge gives the distinctive touch to the letterhead.

Example 5.—The main disadvantage with the arrangement of the original is that the matter being evenly spread over the page has produced a monotone effect by which no portion of the copy stands out very prominently. By arranging the matter into two groups, as in the reset example, a neater and more pleasing effect may be secured.

Papers Stirring up Interest

THE Montreal newspapers are making things lively for the general public. The Star is bringing back "The Mysterious Mr. Ladd," a gentleman who walks up and down the streets defying detection. There is $50 on his head taken alive—there is nothing dead about this person. Of course the captor has to have the latest issue of the Star in his hand when he lays a detaining hand on the man's shoulder and say: "You are the Star's Mysterious Mr. Ladd."

The Herald apparently is striving to encourage courtesy and chivalry. Every evening from 5.30 to 6.30 the Herald's representative—a pretty young lady—boards crowded cars. She usually has not to seek long. To the man first offering her a seat she gives a slip which entitles him to receive $5.00 at the Herald office the next day. Of course the courteous one is required to have in his hand or pocket the last issue of the Herald.

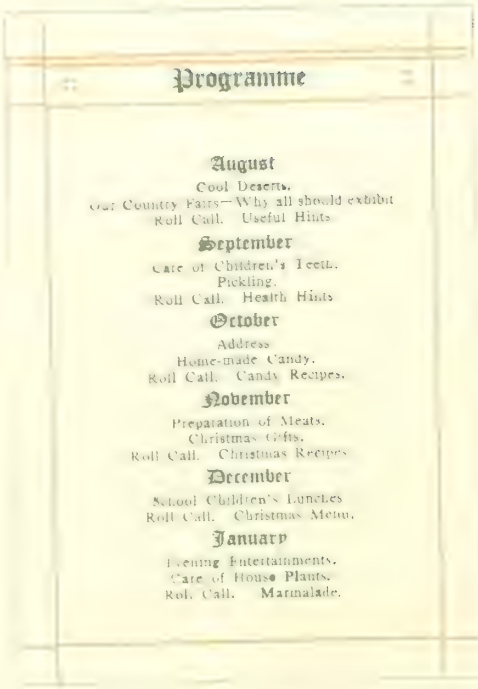
PRIZE LIST

EIGHTEENTH
ANNUAL EXHIBITION

ELKHORN
AGRICULTURAL
SOCIETY

ELKHORN, MAN.
AUGUST 1ST AND 2ND
1912

EXAMPLE



Programme

August
Cool Deserts.
Our Country Fairs—Why all should exhibit
Roll Call. Useful Hints

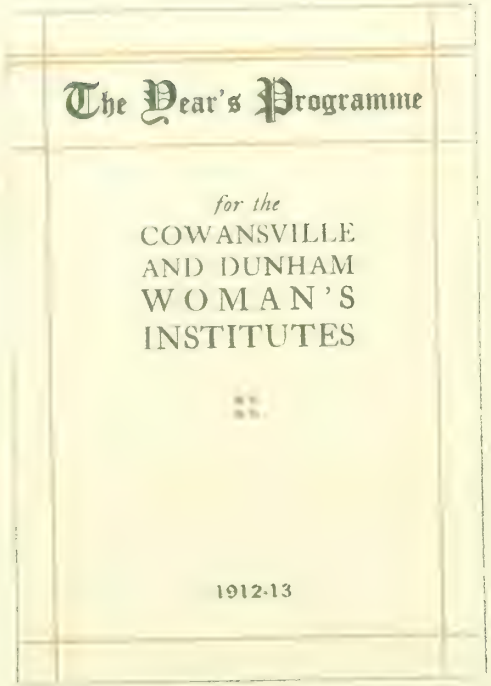
September
Care of Children's Teeth.
Pickling.
Roll Call. Health Hints

October
Address
Home-made Candy.
Roll Call. Candy Recipes.

November
Preparation of Meats.
Christmas Gifts.
Roll Call. Christmas Recipes

December
School Children's Lunches
Roll Call. Christmas Menu.

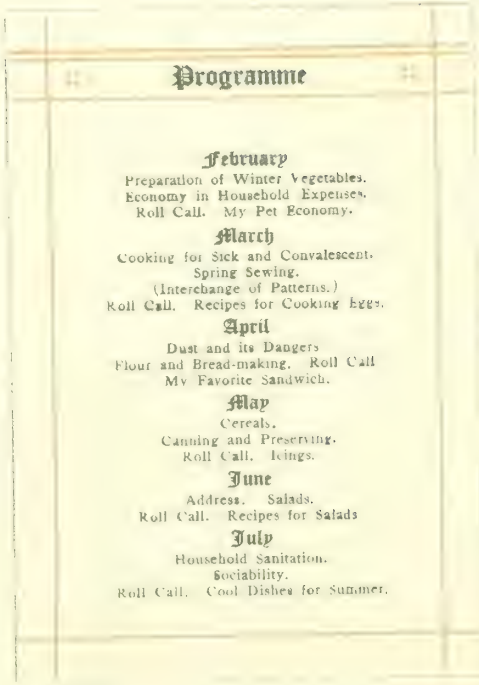
January
Evening Entertainments.
Care of House Plants.
Roll Call. Marmalade.



The Year's Programme

for the
COWANSVILLE
AND DUNHAM
WOMAN'S
INSTITUTES

1912-13



Programme

February
Preparation of Winter Vegetables.
Economy in Household Expenses.
Roll Call. My Pet Economy.

March
Cooking for Sick and Convalescent.
Spring Sewing.
(Interchange of Patterns.)
Roll Call. Recipes for Cooking Eggs.

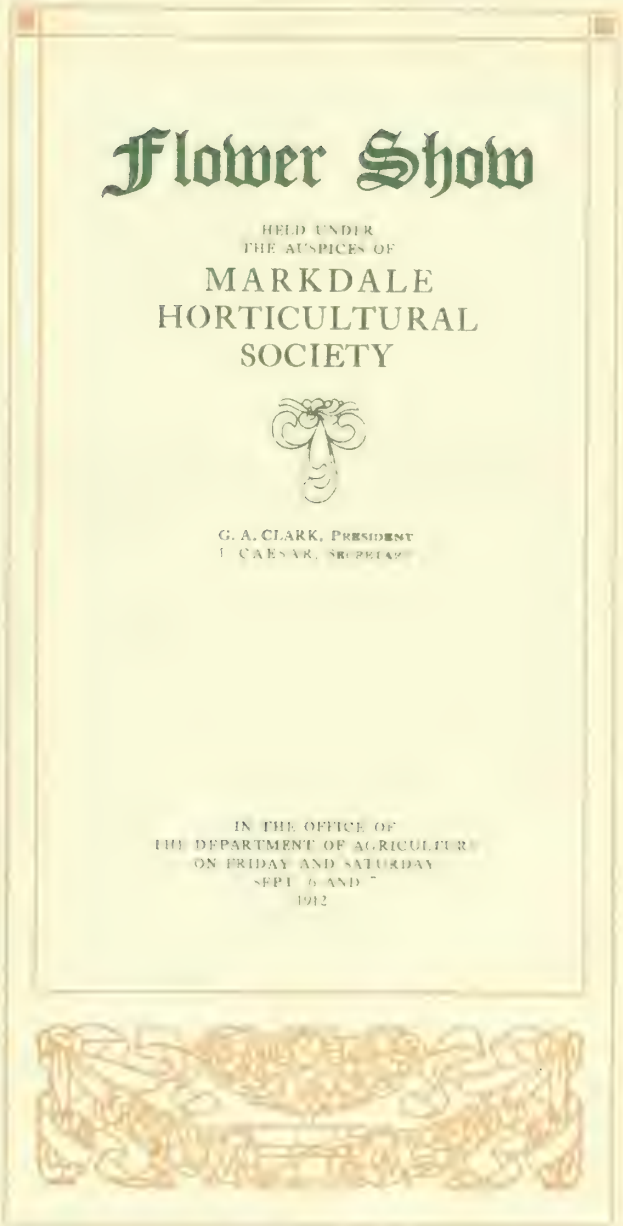
April
Dust and its Dangers
Flour and Bread-making. Roll Call
My Favorite Sandwich.

May
Cereals.
Canning and Preserving.
Roll Call. Icings.

June
Address. Salads.
Roll Call. Recipes for Salads

July
Household Sanitation.
Sociability.
Roll Call. Cool Dishes for Summer.

EXAMPLE 2.


Flower Show

HELD UNDER
THE AUSPICES OF

MARKDALE
HORTICULTURAL
SOCIETY

G. A. CLARK, PRESIDENT
I. CAESAR, SECRETARY

IN THE OFFICE OF
THE DEPARTMENT OF AGRICULTURE
ON FRIDAY AND SATURDAY
SEPT. 6 AND 7
1912

EXAMPLE

JAMES CHAPMAN

HARNESS MAKER

DEALER IN TRUNKS,
GRIPS, VALISES, ETC.

WIARTON
ONT.

EXAMPLE 4.

PIANO RECITAL

by pupils of
MISS M. HICKS
assisted by
MISS E. McNAUGHT
Elocutionist



To be given in basement of Methodist Church, Moncton, Monday, Evening, June 26th, 1911, at Eight O'Clock.

EXAMPLE 5.

Correspondence

The columns of this department are open for the discussion of all subjects related to the printing or publishing business. This is YOUR department and the editors cordially invite you to use it for the expression of your views on matters of interest to the craft. While giving space to the publication of these letters, *Printer and Publisher* of course does not necessarily endorse the opinions expressed.

A Suggestion for Montreal

To the Editor:

In looking over the programme for the Montreal Cost Convention, it struck me that with advantage to the trade, provision if possible should be made for a discussion on the high cost of printing paper in Canada, also why book printing other than school books, is practically nil.

Dan A. Rose.

Office of *T. H. Best Printing Co.*,
Toronto, Sept. 18, 1912.

Mr. Rose and others who like him would like to hear other subjects than those that are on the published programme will be glad to learn that opportunity will be given for the introduction of such subjects. There will be a "Question Box" discussion on subjects not covered by the programme.—Editor.

Price Cutting

To the Editor:

It isn't very often that I break into print with a letter of protest, neither would I do so now if I considered my grievance unworthy of protest.

Now in the first place I am not a member of the Canadian or any other press association. But I consider that when it comes to playing the game of business or the game of life that in all I do I endeavor to play fair and square.

In the district in which I publish a paper, we have members of the different press associations, including the C. P. A. Judge to my surprise upon picking up a paper edited by a C. P. A. man, a man who has had his name down in the daily press as among those who attended the C. P. A convention, to see him boast in big, black type of his circulation of 2,160, and upon turning over to the back page to see this in big letters: Want Ads., 35 words or less, two insertions for 25 cents. Now this firm as I say are members of the C. P. A. The association must know of their conduct, or take some means of enforcing the by-laws of the association if it hopes to have me as a member. This firm has always been known as cut-throat printers, their excuse for doing the work so cheaply being the fact that they have a machine. Of course the quality of the work they turn out is on a par with the price they charge, but as a publisher who is fighting hard to get a decent price, I think it my duty to call the association's attention to this serious breach of business as they teach it, from one of the members or one of the parties who help pay for that teaching. How are we ever going to get the work we are entitled to and the price the job is worth if we have to compete with publishers who use the C. P. A. as a club, or pleasure gathering at certain seasons, instead of what it should be, a society to inculcate new business principles and discard methods that only lead eventually to the newspaper graveyard.

Yours for a square deal,
Harry Moore.

Outlook Office,
Sombra, Sept. 16, 1912.

[Mr. Moore forgets or is not aware that the Canadian Press Association has neither the desire nor the power to regulate the selling prices of job work or advertising. Its work to improve conditions is educational and the findings of its officers and committees are recommendatory to, rather than obligatory, upon its members. During the past two years over 30 district cost conferences have been held under the auspices of the Canadian Press Association and through these and other ways conditions are rapidly being bettered. The betterment will be quickened if publishers, who like Mr. Moore, are not yet members of this association would join and cooperate with it.—Editor.]

Fall Fair Price Lists

To the Editor:—

It is presumed that every editor, so far as his means and situation will permit, prints what he thinks his subscribers will read, and ought to read. I sometimes wonder how far editors are missing the mark, and that leads me to ask for an expression of opinion from some of the able weekly editors on your list, as to the advisability of printing the fall fair prize lists.

In The Telegraph field we have eight fall fairs. We have always published every prize list in full. Is it worth while? Does anyone on earth read it? What are thoughtful editors doing with the fall fair prize list? Could you get some of them to express an opinion about the matter?

Louis Blake Duff.

Telegraph Office.
Welland, Sept. 24, 1912.

[*Printer and Publisher* gladly throws its columns open for a discussion of the question raised by Mr. Duff and would like to have opinions from as many editors as possible. Mutual benefit will be derived from an interchange of ideas.—Editor.] . . .

THE I. T. U. COURSE OF INSTRUCTION.

A new brochure on the work of the I. T. U. Commission on Supplemental Trade Education, describing the I. T. U. course of instruction in printing, has been issued. The brochure is itself a work of art. The course, which it describes, was established in 1908 and has proved a remarkable success. Already in Chicago it has been recognized by the Employing Printers' Association to the extent that apprentices must take it in order to qualify for acceptance as journeymen, and the same policy is being advocated in other cities. Four pages in the brochure are given up to the publication of experiences of students, all of whom testify to the excellence of the course. The work being done by the I. T. U. Commission is to be heartily commended and encouraged.

The EDITORS' VIEWPOINT

OF INTEREST TO BOTH PRINTERS AND PUBLISHERS

Team Work for the Second Canadian Cost Convention

THE various master printers' associations throughout Canada should rally to the support of the General Committee of the Second Canadian Printers' Cost Convention in its work of arousing interest in that gathering. The efforts of the General Committee, enthusiastic and energetic although they are, will not, in themselves, secure the desired attendance at this convention—that can be secured only through the hearty and systematic co-operation of the master printers' associations that are at work in various Canadian cities and rural districts. The officers of these associations being in close proximity to, and having a personal acquaintance with, the printers of their respective districts can by personal interviews and letters add mightily to the efficiency of the work that is being done by the General Committee.

In this respect the Montreal Printers' Board of Trade is setting a good example to other master printers' associations. Montreal is being divided into districts, each containing about 10 printers. These districts have been assigned to various members of the Board and they have agreed to personally interview the printers in their respective districts and urge upon them the importance of attending this convention. This plan will likely prove prolific in its results and may well be followed by other master printers' associations.

The aim of the Canadian Printers' Cost Commission and of the General Committee of the Second Canadian Cost Convention is that this gathering will be a truly national one, at which such problems as Dominion-wide cost educational work and national organization can be discussed in a comprehensive way and with a full knowledge of conditions in the printing trade of every province. This aim and the need of such a discussion should develop the team work among master printers' associations and individual interested printers that is needed to make this convention an unqualified success.

Keeping Track of Stock Handling Costs

THE Fourth International Cost Congress made a serious mistake in perpetuating as a recommendation of representative master printers the method of keeping track of stock handling costs that was recommended by the First International Cost Congress as an alternative to the creation of a stock handling department. This method is to charge the cost of handling stock against general expense, to the end that it may be distributed over the various departments. It is contrary to the fundamental principle of cost accounting that each department or class of work shall bear its own burden and not that of other departments or classes of work also.

There was some justification for the action of the first Cost Congress, for at that time cost educational work was in its infancy and it was considered good policy to submit the alternative method as one that would present less difficulties to the printer installing a cost system. But after three years of cost educational work and at a time when almost 3,000 cost systems are in use in the printing trade of United States and Canada, the Fourth International Cost Congress should not have allowed that consideration to silence their knowledge that this method of keeping track of stock handling costs is fundementally wrong.

There can be no justification for loading the sold hour of the linotype, for example, with part of the cost of handling stock. Why should a customer for whom an appeal book (practically all the cost of producing which is incurred in the composing room) pay part of the cost of handling stock that is used

in an art calendar? Neither can there be any justification for the fictitious hand composition cost that would be created by charging to hand compostion part of the cost of handling stock for a long run from plates. The cost of handling stock should be a charge against the stock that is handled and should be paid for by the customers in the handling of whose stock it is incurred and by them alone.

It is a matter of gratification to *Printer and Publisher* that the manager of this publication led the opposition in the Fourth International Cost Congress to the proposal to recommend the two alternative methods and so well was his contention and amendment supported by the Cost Congress that it was by a small majority only that the original recommendation was approved. It is to be hoped the Second Canadian Printers' Cost Convention will correct in as far as the Canadian trade is concerned the mistake that was made at Chicago.

A Lesson from the Strike at Woodstock

THE recent strike of compositors employed on the two Woodstock daily newspapers has developed a situation that demands the serious consideration of daily newspaper publishers.

When the strike was called the Woodstock newspapers like many others in Class "C" were using the daily news service of the Central Press Agency. The matter supplied in this service is set up and stereotyped in this company's plant and its compositors are members of Toronto Typographical Union. That body took the ground that the supplying of the service to the Woodstock newspapers during the strike would be a contravention of the agreement between its members and the Master Printers' Association of Toronto and would justify and likely precipitate a strike in the office of the Central Press Agency. The result was a notification to the Woodstock publishers that, pending a settlement of the strike in their offices, their news service would have to be discontinued. The withdrawal of this service was one of the conditions that led to the settlement of the strike in so far as the Woodstock *Express* was concerned; there has been no settlement of the strike in the Woodstock *Sentinel-Review* office (except that it has practically fallen through) and that newspaper is still unable to procure the Central Press Agency service from that company direct. Fortunately it is securing the service from other sources.

There is room for debate as to whether the agreement in force between Toronto Typographical Union and the Master Printers' Association of Toronto, would prevent the Central Press Agency from supplying its news service to the Woodstock papers. But that is not the point of paramount interest to daily newspaper publishers. The question they must consider is how to ensure the continuance of their news service at a time when, as during the past few weeks in the case of the Woodstock newspapers, it is most valuable. This question should be taken up at once by Class "C" daily newspapers in order that a satisfactory solution of it may be reached before it again becomes acute through trouble in other cities.

Editorial Co-operation is Desired

THAT the most successful publication is the one which most nearly fills the requirements of its readers may be taken as axiomatic. The success which which most nearly fills the requirements of its readhas attended the career of many high-circulation periodicals is directly due to the efforts which they have put forth to direct their editorial policy as nearly as possible along the channel of popular demand. They have, to all intents and purposes, established a system of co-operation between the editor in the office and the reader in the home, whereby the latter shares in the work of suggestion.

This is the policy which the editors of *Printer and Publisher,* would like to pursue in the publication of this monthly organ of the printing and publishing interests of Canada. The paper owes its existence to the demand for a medium through which the affairs of those concerned with managing printing offices and conducting newspapers may be discussed and information given regarding the progress of the printing and publishing business. It will be of greatest service to these interests, when its editorial policy most nearly accords with their requirements.

In order to make *Printer and Publisher* as useful as possible to all its readers, cordial co-operation is desired between editors and readers. If the latter would regard the paper as their organ, desirous of serving them to the fullest extent, they would realize that any suggestions offered to the editors for making the paper more serviceable would be gladly received, as their adoption would be mutually beneficial. Readers are urged to let us know wherein the paper falls short of their requirements and to point out what features are in their opinion most helpful. Suggestions for articles or for the establishment of new departments would be welcome. In fact, we invite comment and criticism, with the object of building up a better, stronger and more serviceable publication.

The PUBLISHERS' SECTION

Maritime Press Association's Annual at New Glasgow

A RATHER small, but none the less representative gathering of Maritime newspaper publishers assembled at New Glasgow on September 4, for the purpose of holding the fourth annual convention of the Maritime Press Association. Interest centred for the most part in the consideration of the affiliation proposals submitted by the Canadian Press Association and the final decision of the meeting to hold the matter over for another year, was arrived at in order to afford absentee members an opportunity to express an opinion on the subject.

The first session of the convention was held on the afternoon of Wednesday, September 5, with the president of the Association, Fred E. Cox, the *Outlook*, Middleton, in the chair. After the reading of the minutes the following report was presented by D. F. McLean, Port Hood *Greetings*, secretary-treasurer of the Association:—

REPORT OF SECRETARY-TREASURER.

To the President and Members of the Maritime Press Association in Annual Session convened at New Glasgow, N.S., Sept. 4th, 1912.

Ladies and Gentlemen,

I beg to submit my annual report as Secretary-Treasurer of the Association for the Fiscal year just ended.

The membership has increased from 74 to 80

During the year eleven of the members enrolled and reported at our meeting at Moncton on October 10th, 1911, withdrew, while seventeen new members have been added, making a net gain of six members

Of the total membership 49 belong to Nova Scotia, 25 to New Brunswick, 4 to P. E. Island and 2 to Ontario. It required considerable effort and persistency to secure this enrolment.

The receipts, including the balance on hand at our last meeting, amounted to $226.30, and the disbursements to $185.90, as per account submitted to the Auditor and certified correct. Reference thereto will show a balance of $50.40 on hand after liquidating all bills of different kinds for which the Association was liable.

I am glad to be in a position to report that the cash assets are double of what they were last year .

With an increased membership and a much larger surplus than in 1911 there is every reason for taking the most optimistic view of conditions

I appreciate to the full the cordial co-operation of the President and officers and members in the work which devolved upon me during the year

Respectfully submitted,

D. F. McLean, Secretary Treasurer.

Dated at New Glasgow, Sept. 4th.

President Cox then presented a report on the work of the Association in connection with postage on newspapers to the United States. He outlined the efforts that had been made to remedy the difficulty and relieve the burden which rested heavily on the publishers of weeklies in the Maritime provinces. Both the secretary and himself had interviewed the new postmaster-general and had also corresponded with him, but so far without success. On this point the maritime publishers did not consider that the Ontario publishers were sufficiently in sympathy with them.

A nominating committee consisting of D. F. McLean, Port Hood *Greetings*, James A. Fraser, New Glasgow *Chronicle* and J. P. Malaney, Woodstock *Press*, was next appointed.

James A. Stairs, president of the New Glasgow Board of Trade and also proprietor of the *Daily News* was present and welcomed the visitors, explaining the plans which had been prepared for their entertainment.

EVENING SESSION.

At the evening session an address of welcome was given by Mayor Underwood, to which an official reply was made by John T. Hawke, Moncton *Transcript*. This was followed by the presentation of three papers. The first, prepared by B. B. Fox, manager of the Port Hood *Greetings*, discussed the question, "Is the Press Being Lowered in the Public Estimation?" In a thoughtful estimate of the situation, Mr. Fox came to the conclusion that in several respects the press was losing some of its old-time prestige. He referred to the fact that advertisers were reflecting on the veracity of publishers in asking for sworn statements of circulation, thereby inferring that the publishers were without honor. He thought that circulation contests tended to make the public think less of the papers which ran them. And he further deprecated the attitude taken by many papers on political questions.

The second paper of the evening was delivered by W. A. Craick, associate editor of *Printer and Publisher*, who was also the official representative of the Canadian Press Association at the convention. After expressing appreciation of the welcome accorded him and conveying to the meeting the regrets of John R. Bone, president and J. M. Imrie, secretary of the C. P. A., who were unable to be present, he presented an argument demonstrating the advisability of a more widespread co-operation among newspaper publishers. Showing that in general newspapers were not competitors and that they all had the same problems to face, he believed that nothing would be lost but everything would be gained by national co-operation. From this he proceeded to review some of the work that had been done by the Canadian Press Association, with the object of showing how it could be of great benefit to the maritime publishers.

The third paper was the presidential address of Mr. Cox, which was received with close attention and was most favorably commented upon. In part, it read as follows:—

PRESIDENT'S ADDRESS.

To the Members of the Maritime Press Association.

Ladies and Gentlemen:

It now becomes my duty to address a few words to you in reference to the work of the Association since the date of our last annual meeting.

At that meeting you instructed the Secretary and myself to ascertain if we could obtain from the new government at Ottawa the redress regarding postage on weeklies going to the United States refused us by the previous government.

This being a matter affecting the whole Dominion your committee realized that the prospects of success were not bright unless we could secure the co-operation of the publishers in the other provinces. We, therefore, first approached the Canadian Press Association but were positively and repeatedly assured by Secretary Imrie and Mr. Finley of the legislation committee that the publishers of weeklies in Ontario are directly opposed to any reduction in the postage rate on newspapers passing between Canada and the United States, as they fear the cheap United States publication at home more than they prized their own, subscription lists abroad.

Not sanguine of results, yet believing that the members of this Association would not be satisfied unless this matter were presented to the new government, we [illegible] Post Master General. Fortunately our Past President, A. E. Stewart, M.P.P., happened to be in Ottawa on February 29th, and assisted in presenting our case. Ten members of Parliament from the Maritime Provinces also supported us. Our Secretary was not able to be present, but a few weeks later he visited Ottawa and followed up the argument.

The Minister, his Deputy and Secretary gave us a sympathetic hearing and went fully into the question with us. Hon. Mr. Pelletier stated that there were difficulties in the way, but if it were found at all possible the requests of the Association would be met. Later, he wrote informing us that our wishes could not be complied with, and repeating the arguments with which this Association is already familiar. The written memorial presented and the reply of the Post Master General will be submitted to you, when it will be for you to take such action as you deem fitting.

In connection with the work of the Association during the year, I have written over 100 letters. No new problems have developed since our last meeting and with the important question of affiliation with the Canadian Press Association pending it did not seem wise to outline any new features of policy. Our work is still being carried on along the correct and well established lines already laid down, having as their aims to increase the efficiency of the newspapers of the Maritime Provinces, to secure a decent competency for their publishers and to cultivate a fraternal and helpful spirit among the members of our profession.

Our Association has been led by men of ability and self sacrifice, and I believe every publisher in these provinces has been elited from its work. These men have been persons capable of filling responsible places in public and business affairs. A few weeks ago our senior past president was elected as the head of one of the large industrial concerns of Amherst. His successor as presiding officer of this Association is gaining rank as a leader in the printing and publishing business, and our president of a year ago is now a member of the New Brunswick Legislature. Our faithful Secretary has also filled for a number of years the position of Chief Magistrate for his home town. We feel a pride in seeing members of our Association filling these responsible positions, and we should continue to cultivate that fraternal spirit which will make a fellow journalist mean something more to us than a person outside our Association.

Through the persistent efforts of our Secretary, our membership is now above 80 the largest in the history of our Association. Can we not make it 100?

In this connection I might allude to the fact that our Secretary-Treasurers have hitherto labored without salary, giving much time to the Association. Perhaps, if our finances permit, we might give our executive officers some remuneration more substantial than a vote of thanks.

Another suggestion occurs to me which you will pardon me if I pass out. November 28, 1914, will be the centennial of the first application of steam power to the printing press. It is probable that throughout the English speaking world an event so fraught with consequences as John Walter's successful application of steam in the office of the London Times will be fittingly observed. Perhaps the time is not too early and our Association not too insignificant an organization to take some action along this line.

The members of the daily press have not been taking quite as much interest in the affairs of the Association as those of the weekly. In order to interest the Association more deeply in the dailies, and the publishers of dailies more closely in the work of the Association, half a dozen members of the daily press were in turn invited to present a paper, or lead a discussion in reference to the possibility of making the organization more helpful to the publishers of dailies. But they were too modest, too busy, or too indifferent to respond. I hope that those who are present will put off their modesty for the time being when we come to this number on the program, and a discussion will result beneficial alike to the Association and this section of its members.

Two numbers of the program are devoted to the very important subject of advertising. The wonderful growth and vast extent of the advertising business to day justify us in giving it a foremost place. We are told that previous to 1647 the Town Criers had a monopoly of the advertising business. In that year the first printed advertisement appeared in England, announcing a sale of books. The first printed advertisement is said to have appeared in America in the News Letter, of Boston, in 1704. It is a long stride from those days to the present, when it is estimated that a billion dollars a year is spent in advertising in magazines in the United States alone.



JOHN T. HAWKE

Proprietor, "Moncton Transcript."

New President Maritime Press Association.

We all recognize the great extent of the advertising business of the world, but I fear we make the mistake of thinking it is rather a matter for the big publications, and overlook the possibilities in the advertising columns of our own little papers. As the result of discussions in our Association I believe there is less foolish cutting of advertising rates than formerly, that Maritime Province publishers are getting fairer treatment from advertising agencies and we are better able to meet the subtle efforts to obtain free publicity, which in the past have deprived us of needed and well earned revenue. We have accomplished something, but are still behind some of the other Canadian Press Associations in this matter. Let us endeavor to make some advance at this present meeting.

There is one other question which will come before you which will call for your very best consideration. At our meeting a year ago a resolution was passed favoring affiliation with the Canadian Press Association, but the question was left open to this meeting. It will come up for final settlement before we reach the end of our program. A few of our members have for several years been members of the Canadian, a larger number during the past year, and we have all had 12 months to study the question and should be able to vote intelligently upon the resolution which is to come before us.

It seems to me that with so many questions of common interests to journalists throughout the whole of Canada that some form of Dominion organization is desirable. We have talked of forming a Dominion Press Association. Then we considered the organization of a Dominion Press Council. Now we have a proposal to make what has been the Ontario Press Association in fact,

but the Canadian Press Association in name both the Ontario and the Canadian Press Association in reality.

Is this form of Dominion organization satisfactory? If not, just satisfactory is it the best for the present till a better is evolved? What benefits will it bring? Will it in any way impair the efficiency of the Maritime Press Association and prejudice the interests of the pressmen of the Maritime Provinces? How many members will withdraw from our Association because of the increased membership fee? These are the questions you must consider and in the discussion of them I hope that moderation and a cheerful compliance with the wishes of the majority will characterize the members of the Association.

THURSDAY MORNING SESSION.

The first item of business on Thursday morning was the presentation of the report of the nominating committee. The officers named and elected for 1912-13 are as follows:—

President:—John T. Hawke, *Transcript,* Moncton.

Vice-Presidents:—James A. Fraser, *Chronicle,* New Glasgow; J. P. Malaney, *Press,* Woodstock; R. L. Cotton, *Examiner,* Charlottetown.

Secretary-Treasurer: D. F. McLean, *Greetings,* Port Hood.

Corresponding Secretary:—Mrs. P. M. Fielding, *Tribune,* Windsor.

Executive Committee:—J. L. Stewart, *World,* Chatham; A. R. Coffin, *News,* Truro; J. C. Keating, *Times,* Moncton; F. E. Cox, *Outlook,* Middleton; M. Donovan, *Casket,* Antigonish.

Auditor:—James A. Stairs, *News,* New Glasgow.

James A. Fraser next introduced a motion, which was carried, instructing the executive to secure information from members and prepare a minimum scale of advertising rates for maritime papers.

A. R. Coffin presented a verbal report of the proceedings at the Ottawa meeting of the Canadian Press Association, explaining how the C. P. A. was of direct benefit to the publishers of the maritime provinces. So far as affiliation was concerned, while he believed in it fully, yet he was doubtful whether it would be wise to adopt the proposal in so small a meeting.

W. A. Craick next read a message from John M. Imrie, secretary of the Canadian Press Association, explaining in detail the work of the Association for the past year, repeating the offer of affiliation which had been made at the last annual meeting, and urging the members to regard the proposal favorably. As the question was down for settlement at the evening session, this message was received without discussion.

AFTERNOON ENTERTAINMENT.

After luncheon the visiting delegates were taken in a number of automobiles to view the industries of New Glasgow and its neighboring villages. Members of the Board of Trade accompanied the visitors, explaining all about the wonderful industrial growth of the town. At the various plants every opportunity was accorded to view the processes and a splendid idea was obtained of what is to-day one of the leading industrial centres of the maritime provinces.

EVENING SESSION.

The final business session was convened in the evening and the important qpestion of affiliation with the C. P. A. occupied the attention of the members until after ten o'clock. The motion to affiliate was presented by R. L. Cotton, Charlottetown *Examiner,* who spoke forcibly in support of the proposal. His motion was seconded by J. L. Stewart, Chatham *World.* An amendment was thereupon introduced by D. F. McLean, Port Hood *Greetings,* to the effect that a plebiscite be taken by mail of all the members of the Association to secure their views on the question, and further action be postponed until the next annual meeting. James A. Fraser seconded this amendment.

A debate followed in which opinion seemed evenly divided. Those who opposed immediate affiliation were strongly of the opinion that it would be unfair to the large number of absentees to take so serious a step without consulting them. They feared a heavy loss of membership, which would thereby destroy the usefulness of the Maritime Association.

The vote on the amendment resulted in a tie, which was broken by the president, who voted in favor of the more conservative policy. The secretary was instructed to take early steps to secure the opinion of all members. This brought the proceedings of the fourth annual convention to a close.

New Farm Magazine Adopts Unique Method of Proving Circulation

POSTAL receipts for postage on subscription copies mailed and news companies' vouchers on net copies sold will be reproduced in half-tone in each issue of the *Canadian Countryman* as conclusive evidence of its paid circulation. The *Canadian Countryman* i sa new farm magazine, published by the Canadian Countryman Publishing Co., Limited, of which Z. A. Lash is president and Sir Edmund Walker is a director. A. L. McCredie, B.A., is managing editor. A "dummy" issue appeared early in September and the first regular number will be issued early this month. It will be a weekly publication, size 9½ x 12¼ inches.

GRAPHIC ARTS AND CRAFTS YEAR BOOK.

THE 1911-1912 edition of the Graphic Arts and Crafts Year Book, or Volume V in the series of annual volumes, made its appearance last month. Each year sees this representative work grow larger, more imposing and more representative of the field it covers. The present volume shows every evidence of the most painstaking effort to make it depict the year's progress in the graphic arts and crafts fully and completely. Its 659 pages contain a mine of information and many valuable illustrations of the development of process work and illustration, while the letter press abounds in useful material.

The book is divided into ten departments. The first department or section contains eleven reviews by competent authorities on the progress of the year, summarizing those movements which are most significant in the life of the allied trades. Beginning with Henry Lewis Johnson's "The Year's Developments," a capable article on "The Building Era," by Lee Crittenden and Edward Hulse follows, with comments on "Educational Movements," by W. B. Prescott, "Advertising" by George W. Coleman, "Efficiency" by J. Horace McFarland, "The Small Printer and the Cost System" by Robert S. Denham, "Ben Franklin Movement," by G. E. Wray, "United Typothetae of America" by J. A. Morgan, "Cost Finding Methods for Printers" by W. J. Hartman, "The Relation of Printing to Advertising," by MacMartin and "Commercial Illustration," by Brainard Le Roy Bates.

The succeeding departments take up photo-engraving, electrotyping, process color work, lithography and offset, photogravure, typography, paper, ink, and binding, the subject in each case being treated by experts and abundantly illustrated. In fact to many, the illustrations will prove of absorbing interest, for they are not only numerous, but of wide variety. Exhibits of papers, inks, etc., add to the permanent value of the volume. The workmanship displayed in making this splendid book is of the highest character, reflecting great credit on the makers, the Republican Publishing Co., Hamilton, Ohio.

Who's Who in Canadian Weekly Journalism

By W. A. Craick

XIV.—D. F. McLean, The Greetings, Port Hood, C.B.

WHETHER or not that esteemed gentleman-merchant-journalist, D. F. McLean, painstaking secretary of the Maritime Press Association, ever saw Scotland, is a question which the writer clean forgot to inquire, when hurried investigations into the career of the Laird of Port Hood were in progress. It is scarcely probable that so loyal a clansman as himself would be content to live out all his days, even in such a rugged land as Cape Breton, without glimpsing at some time or another the bonny braes and hillsides of old Scotia. But supposing for a moment that Mr. Secretary McLean had never risked the perils of an Atlantic voyage, how striking a phrase might have been forged at the very outset by way of introducing him to the readers of this page—A Scotchman who never saw Scotland.

For Mr. McLean is a thorough Scotchman, notwithstanding that he was born in Canada. Your sons and daughters of Scottish settlers as a rule soon become absorbed in the surrounding population and lose those distinctive national characteristics which invariably betray their origin. Not so, the man from Cape Breton. The Scottish burr still clings to his speech with all the purity of the genuine article. The manner is that of the dignified, kindly and hospitable chieftain. There is a little of the fiery Celt underlying the calm exterior, though seldom, very seldom, is there an exhibition of this trait. When he comes down from his island home it is as if a highlander had arrived on a visit to the lowland.



"One of the most important persons in Cape Breton."

Mr. McLean comes of long-lived stock and gives every evidence that he himself will survive to a ripe old age. His father and mother, who settled in Cape Breton at an early age, both lived to be very old people, the elder McLean reaching his ninety-first year, whilst his wife attained the century mark, passing away in her hundred and first year. Their son was born at West Bay, on the shore of the beautiful Bras d'Or Lakes, and was brought up amid the inspiring surroundings of this picturesque corner of the Dominion.

At an early age Mr. McLean became a pedagogue and taught school for quite a number of years. To fit himself for this calling he journeyed west to Truro and there attended the provincial Normal School. The climax of his career as a schoolmaster was reached when he became principal of the school at West Arachat. However, school teaching in Cape Breton as elsewhere, was not a lucrative calling and an opportunity offering for him to go into general storekeeping on the Stria of Canso, he gave up the dominie's ferule and took up the shopkeeper's apron and scoop. In this business of general merchant, Mr. McLean is still interested, moving thirty-two years ago to Port Hood, where he has ever since resided.

The connecting link between trade and journalism was furnished by circumstances that may be interesting to mention. Whilst residing on the Strait of Canso, Mr. McLean became somewhat of an authority on shipping, having an observant eye and keeping himself posted on the movement of vessels passing through the Strait. Being an educated man and withal methodical, reliable, and skilful with pen and ink, he was presently appointed correspondent for certain Halifax and St. John papers, his duties consisting in furnishing reports of the coming and going of the ships that threaded the Strait. In this way he developed a taste for journalism and an ability in handling news matter.

When a small weekly paper called the Greetings was removed from Antigonish to Port Hood in 1902, no one in the village was better pleased than the leading merchant of the place. He soon acquired an interest in the business and from that to complete control was but a step. It was a delight to him to supplement his routine business by caring for this journalistic foundling. Having the editorial instinct well matured, he was able to manage the paper with success and in a few years succeeded in building up a neat little newspaper property. While the Port Hood Greetings in comparison with a good many other papers is but "small potatoes," it fills its field well, is capably managed and stands for all that is best in the life of the community.

In Port Hood, Mr. McLean is a big figure, the dominating personality in the village. His general business is the pivot on which the whole machinery of the place turns. His newspaper is the guiding light of the people. His residence is the finest house in the district, where splendid hospitality ever flourishes. He himself has been mayor of the village for eight years, in which capacity he has wielded a patriarchal influence. For some years he held the important position of stipendiary magistrate of the county. In fact, D. F. McLean of Port Hood is one of the most important persons in Cape Breton.

A constant attendant at press meetings, he has given much of his time to advancing the interests of newspaper organizations in the maritime provinces. First associated with the Nova Scotia Press Association, he became president of that body in 1908. Then two years ago after the formation of the Maritime Press Association he took up the work of secretary, a thankless task enough, yet in his hands, by no means an unfruitful one. His efforts in this capacity have been largely directed towards securing membership and in this work he has been singularly successful. To have built up an association of eighty members is an achievement that speaks volumes for his perseverance, patience, and ability.

The proprietor of the Port Hood Greetings is a loyal member of the Clan McLean. When a number of McLeans fraternized at the World's Fair in Chicago and a sort of informal organization of the McLeans in America was formed, D. F. McLean happened to be present and was selected as secretary of the clan. He still holds this office, which is of a nominal character and does not make any great call on his time. He is also interested in the Order of Scottish Clans, a benefit society for those under forty-five years of age. Apart from these and his work for the Press Association, Mr. McLean does not carry his interests beyond his home town.

From the standpoint of recreation, his favorite pursuit is fishing and during the summer months he enjoys nothing better than undertaking little fishing expeditions to neighboring streams, where sport is good. As for hunting, he candidly admits that he has proved a failure. He reads a good deal in his leisure hours, travels considerably when opportunity offers, and generally leads pleasant life of it. He is a most hospitable and friendly man and delights to entertain congenial company at his pretty home. No visiting journalist ever failed of a hearty welcome there.

Free Publicity Requests

THE Canadian Press Association's efforts to suppress the free reader evil are being continued energetically. Another bulletin has just been issued, in which reference is made to the following requests for space:—

Keystone Portland Cement Co., through A. McKim, Limited; Thompson-Koch Co., Cincinnati, for Neuralgyline Co.; Canadian Neel-Armstrong, Limited, Orillia; Burroughes Adding Machine Co., Detroit; Dominion Canners, Limited, Hamilton; International Securities Co., Winnipeg; Wilson Fly Pad Co., Hamilton; Dominion Newspaper Syndicate and British and Colonial Press Service, offering feature articles about transportation companies; Berger Mfg. Co. and Stark Rolling Mill Co., through G. P. Blackiston, Pittsburg; Hamburg-American Line; Marconi Wireless Telegraph Co.; International Mercantile Marine Co.; White Star-Dominion Line; Brandon Commercial Bureau; Union Pacific Railroad Co.; Rumeley Products Co.; Canadian Translation Bureau; St. John Board of Trade; Publicity Bureau of International Dry-Farming Congress; Wood & Reber, Seattle; Northern Pacific Railway; Industrial Commissioner of Fort William, and others.

The Weekly Newspaper Advertising Rates

To THE EDITOR:

I have read with interest your account in the September issue of *Printer and Publisher*, of the change made in the schedule of rates drawn up for weekly newspapers. I have also read with equal interest the letters of Mr. Donly and Mr. Logan on the question.

I am of the opinion that the executive have made a mistake in making the change in the rate card without giving all the members of the weekly section a chance to discuss it. I do not say that 600 inches was a right minimum, but it appears as if there had been a bungle somewhere, and many of us will have to get out another set of rate cards.

When the matter of advertising rates came up at Toronto in June, 1911, it was placed in the hands of a committee to report at the next annual meeting. During the year that committee secured rate cards from a great many of the members, and the schedule produced at Ottawa was the result of their efforts. When it was presented I asked the question as to whether many of the rate cards then in use that had been submitted to the committee were getting anything approaching the rates recommended, and was informed that not a great many were, but that the committee had gone very carefully into the matter and they recommended the adoption of the schedule presented. There is not the slightest doubt in my mind but that the schedule was adopted by the Weekly Section. If my memory serves me right, there was some discussion and a member got up and urged that it be adopted by the association, so as to strengthen our hands in dealing with the advertising agencies. It was then put to a vote and adopted. That was the impression I carried away and I endeavored to follow out the recommendation to get out a new rate card and send it to the agencies before July 1, same to take effect October 1.

I have to plead guilty to being one of those publishers who have written to Mr. Donly complaining about the reference to his rate card in McKim's circular. On the face of it it looked bad and even Mr. Donly admits that although his rate card was printed two months before the Ottawa convention it was not sent in till after. Mr. McKim's circular protests against the new schedule of rates as out of the question, yet he apparently approves Mr. Donly's card, which, according to Mr. Donly himself is one per cent., per inch higher than that called for by the Ottawa schedule. There seems to be some inconsistency about that.

The advertising question is a vexed one at best. My opinion is that until we get a uniform rate for a given circulation, the advertising agencies will continue to hand the plums to their friends and those whose rates permit of the biggest returns to the agencies. On the old Dicker system so long in vogue between the newspapers and the agencies (and so ably explained and defended by that beneficent friend of the newspapers, Mr. Gibbons, at the convention in 1911), the *Herald* used to corral a fair share of foreign advertising. Last spring I signed a card promising to give commissions only to recognized agencies, and in July issued the rate card adopted at Ottawa. This fall, the *Herald* is not carrying one line of foreign advertising from a Canadian agency. I wrote one agency that handled a line we always got. They referred me to the manufacturer. I wrote the manufacturer. He said he left the matter entirely in the hands of the agency. So there you are. As an East Kent publisher wrote me on receiving one of Mr. McKim's circulars: "After all, it looks as though it was the old story of every man for himself and nothing for anybody."

Herald Office. W. R. DAVIES.

Thamesville, Ont., 13, 1912.

[The apparent inconsistency in Mr. McKim's approval of Mr. Donly's rate card although Mr. Donly claims the minimum rate called for is one cent an inch higher than called for by the Ottawa schedule is explained by difference in the significance of the word minimum in the two cards. Mr. Donly's minimum is 100 inches, while the minimum on the schedule of recommended minimum rates adopted at Ottawa is 600 inches.]—EDITOR.

REVIEW *of* NEWSPAPER ADVERTISEMENTS

OF the many things essential to the effective arrangement of an advertisement, one that seems to give considerable trouble to ad.-men generally is the proper display of the heading.

Much time may be expended in an effort to secure a striking and attractive border for the advertisement, and other essential points may be carefully considered, but such time and effort are to a great extent wasted if the heading is not properly displayed. The reason for this is that the eye naturally seeks the top of the advertisement first, and if the reader is to be induced to favorably consider contents or arguments of the advertisement, the heading must take the first step to attract and interest him. To obtain this effect it should be so displayed as to have some direct connection with the goods advertised, or when the copy renders this impossible, the heading should at least direct the attention of reader easily and naturally to the text.

It is true a great deal depends on the copy of the heading, and some advertisers seem to forget or do not fully realize the necessity of a strongly constructed heading. They trust in the ability of the ad.-man with the foolish hope that he will secure an effective advertisement without first supplying him with the means of obtaining the desired result. Consequently, ad.-men frequently find it exceedingly difficult to secure an attractive heading for their advertisements. However, all uninviting and ineffective headings are not the result of poor copy. The ad.-man himself is sometimes at fault and frequently fails to take full advantage of the possibilities of his copy. Thus, by poor display, the face of a well constructed heading and convincing copy may be greatly lessened and even the sense of a heading altered somewhat or its meaning so vague as to give the reader only an indefinite idea of what the advertisement is about.

This point is well brought out by figure 1, for, while the copy of this advertisement is good, it has not been very effectively displayed. The words of the heading are distinctly separated from those of the small sub-heading by reasons of the periods. Grammatically, this separation is incorrect as the periods indicate a distinct pause, whereas the words should read right on without a break. The sense of the heading is incomplete and suggests nothing definite. The newspaper reader may be in a fitting mood to receive the suggestion that his clothes would be improved somewhat if cleaned up a little, or he may even be unconsciously aware of the fact, but as far as the heading "Freshen Up" is concerned the idea is not suggested or impressed upon him. These words may quite as easily suggest to him anything but that which the advertiser desires them to.

In figure 2 an attempt has been made to correct these errors. Here the heading offers a definite, personal suggestion which cannot fail to be received even by a flitting glance. The force of the heading is augmented by the sub-heading, which strengthens and helps to explain it, and leads the reader easily and naturally into the text. The balance of the advertisement also has been differently arranged. The large black ornament and the light rules are of no real service, and their omission in this advertisement make possible a neater and more pleasing arrangement.

Another thing the ad-man should keep in mind is to be sure to bring out the main point of the heading, for unless this is accomplished the advertisement loses a great deal of its force. Consider the heading of figure 3. Here it is bargains that are being ad-



Figure 1



Figure 2



Figure 3

It will be noticed by a comparison of figures 3 and 4 that a more effective advertisement is secured when the main point of the heading receives the strongest display.



Figure 4

vertised, but the word that describes the advertised goods is hardly noticeable, while the name of the store has been given considerable emphasis. The name of the store is usually of secondary consideration in an advertisement and there is no reason in this case why it should receive such strong display. "Bargains" is the primary consideration and should have been emphasized above everything else.

One cannot but feel the force with which this is brought out in figure 4, where the order of strength of display has been reversed, for one is at once impressed with the idea of *bargains*, while the name of the store is displayed in a manner that merely intimates where the bargains may be secured.

The remaining portion of the matter has also been re-arranged with a view of securing a more pleasing advertisement. This has been obtained by omitting the rules that cause an improper separation between the heading, solid matter and signature, and by drawing in the solid matter to a considerable extent.

It would be easy enough to enumerate instances of advertisements whose influence and value have been greatly lessened by the poor display of the headings. But these two instances are sufficient to impress upon the ad.-man the necessity of having the main point of the heading properly emphasized and having the heading so displayed that the reader can readily understand what is being advertised.

Another point that seems to give considerable



Figure 5

Figures 5 and 6 show convincingly that the attractive appearance of an advertisement depends to a great extent on the distribution of white space.



Figure 6

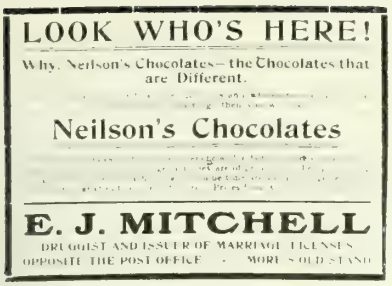


Figure 7.

trouble to admen in their endeavor to secure an effective advertisement in the distribution of white space. In the hands of a discriminating adman white space may become a force for good, but used without discretion it invariably produces weak and disorderly advertisements.

Although there is so much space spread through the advertisement illustrated by figure 5, it has evidently been used without any purpose or aim in view; certainly with little effect. The advertisement as a whole appears crowded and the illustration especially seems cramped for space. Notice the large amount of white space that has been used between the first and second lines of type—two and one-third inches by actual measurement—and the space that is used between the second and third lines, the third line and solid paragraph and the solid paragraph and signature. Much of this space is absolutely wasted and could easily be used to better effect.

The pleasing effect obtainable by judicious spacing is well illustrated by figure 6, in which this advertisement that has been re-set. Here, a much more restful and inviting advertisement has been secured by eliminating all rule work that does not serve any definite purpose, placing a border around the advertisement and slightly re-arranging the type matter. The type matter and illustration also stand out more prominently.

The Paisley (Ont.) *Advocate* submits for review the advertisements illustrated by figures 7 and 8. Though figure 8 is the better advertisement, both may be improved somewhat.

The chief objection to figure 7 is that too many lines have been displayed for so small an advertisement. A neater and more effective advertisement would have been secured had fewer lines been displayd, and emphasized in proportion to their importance.

Although it is well to have the first line the full measure, in this case the words were not given such strong display. It would, therefore, have been better to set these words in upper and lower case of smaller type, place a dash after the word 'Here" and run the word "Why" after the dash. The words "Neilson's Chocolates" could then be given strong display by being set in capitals the full type measure. The phrase following these words would look well if set in one line in about 12-pt. of bold italic letter. The words "Neilson's Chocolates" that separate the two groups of small type and are so strongly displayed need not be emphasized now on account of the strong emphasis given them in the heading. The signature is set too large and prominent. It would also be well to have some contrast in the character of the two last lines of type. This may be secured by setting the first of these lines in italic upper and lower case, and the second in caps of type a size smaller.

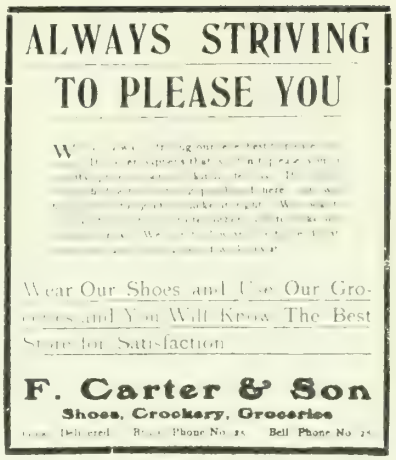


Figure 8.

Figure 8 could be improved by setting the paragraph directly above the signature in smaller type and in a much narrower measure. Instead of underscoring these words it would be better to set them in italic. The heading would also be improved if the underscores were omitted.

When talking advertising to a man get after him from a straight business standpoint. Don't ask him to use your paper from motives of loyalty to the town or the political party you represent, or on personal grounds. You have got to show him that it will pay him in dollars and cents to use your publication—that is about the only argument that will appeal to the shrewd business man of to-day.

Will you co-operate with the editors in their effort to make the monthly Review of Newspaper Advertisements of intense practical value by sending some of your work for inclusion in it? The review will be an impartial one, and the criticisms offered will be constructive. Samples should be mailed flat whenever possible.

Drastic Newspaper Law to be Enforced

On October 1st, the newspaper publicity legislation passed by the United States Congress, goes into force. Under the new Act all daily newspapers are required to file twice a year with the local postmaster and with the postmaster-general, their total average paid circulation in the six months previous, whether this circulation went through the mails or not; the act also requires that newspapers and periodicals alike report the names of the owner, the managing editor, and other officers; the stockholders, if a corporation; the bondholders, if the publishing company is bonded, and the mortgagees, if the property is under mortgage. If, within ten days after receipt by the newspaper of a registered letter from the postmaster-general, stating that the report has not been filed, the terms of the provision are not complied with, the newspaper is automatically barred the use of the mails.

Another provision of the Act imposes a fine of from $500 to $1,000 on any newspaper failing to print the word, "advertisement," following any article for which payment was made or promised. This provision is purely criminal in its nature, and the Post Office Department will have no responsibilities further than the transfer of information bearing upon it to the Department of Justice.

One objection being raised to the new Act, in so far as it applies to the publication of circulation statements, is that this requirement is limited to daily newspapers; magazines, weeklies and other periodicals being exempted. This discrimination is thought to afford ground for attacking the law on the ground of its constitutionality. Again, because the bulk of the circulation of a daily newspaper is not carried through the mails at all, it is claimed that for the post office department to require total circulation figures is an interference with the rights of the press.

The postal authorities themselves are not at all favorable to the new legislation, regarding it as imposing strange and arduous duties upon the department, besides throwing upon the press of the country a burden from which little return can be expected.

"Although this law was not favored by the post office department," said Postmaster-General Hitchcock, "it will be administered faithfully and impartially. In framing the Act, congress doubtless had in mind the leading daily newspapers, but it will affect also nearly 18,000 weeklies. Many of these publications are having a hard struggle for existence and will find the making of returns a considerable burden.

"In my judgment—and I so expressed it to the congress—the provision will be harmful, as it will require the continuous use of valuable space in the publications and at the same time be resented as a censorship of the press. One of the greatest difficulties now encountered in the enforcement of the law, relating to the second class mail privilege, is that the post office department is compelled by law to make inquiry into so many aspects of the private business of publishers.

"This gives rise to the complaint—ill-founded, in my opinion—that the government interferes needlessly with the privileges of the press. My judgment is that it should be the constant aim, not only of the congress, but of the post office department, to lessen the necessity for supervision of the public press in the enactment and administration of postal laws."

Advanced Advertising Rates

THE Montreal Star Publishing Co. have issued new rate cards for both the Daily Star and the Family Herald and Weekly Star, effective October 1st, 1912. The chief change in the schedule for the daily is in optional contracts to be used within a year of from 5,000 to 20,000 lines. The 5,000 line rate is now 8½ cents instead of 8 cents; 10,000 lines, 8 cents instead of 7½ cents; 15,000 lines, 7½ cents instead of 7 cents; 20,000 lines, 7 cents instead of 6½ cents. The charge for any specific inside page is now 25 per cent extra instead of 15 per cent. The rate card for the Family Herald and Weekly Star is now issued separately, showing an advance from 20 to 25 cents per line flat.

Trade and Class Publishers Meet

THE relation of the postal regulations to the trade and class press was discussed at a meeting of the Trade and Class Section of the Canadian Press Association held in Toronto on September 24. The members of this section feel the need of a change in the definition of the word "newspaper" in the postal regulations in order that there may be no question as to the status of their publications. There is also a feeling that because their circulation is national rather than local trade and class publications should be carried at the special newspaper rate to subscribers in the city of publication as well as outside of it. A committee consisting of D. O. McKinnon, W. G. Rook, H. C. Hocken, T. J. Tobin and James Dale, was appointed to analyse the postal regulations as they affect the trade and class publications and recommend desirable changes to the next meeting of the Section which will be held about the middle of October. At this meeting and in the light of these recommendations the Section will decide what changes in the regulations should be made in the interest of the trade and class press and ask the Postal Committee of the Canadian Press Association to urge upon the Post Office Department the desirability of making such changes.

The matter of relations with advertising agencies was discussed but it was soon evident that while the interests of the trade and class press are common in the matter of postal regulations they are different in this matter. So it was decided to held separate meetings of the two sub-sections; the representatives of the trade press to meet on October 8 and those of the class press on October 9.

The publications represented at the meeting were: *Saturday Night, Canadian Home Journal, Canadian Courier, Canadian Implement and Vehicle Trade Journal, Canadian Farm, Railway and Marine World, Christian Guardian, Pioneer, Sentinel,* and the groups of trade and class publications owned by MacLean Publishing Co., Limited, Hugh C. MacLean Co., Limited, Commercial Press, Limited, James Acton Publishing Co., Limited, and Consolidated Press, Limited.

NEWS ITEMS

NEWFOUNDLAND.

There are rumors in the air of another daily paper being published in St. John's in the not far distant future.

A. Campbell, F.R.C.S., president of the Star Publishing Company, has just returned from a visit to his old home at Prince Edward Island.

Andrew Wright, proprietor and manager of the Times printing establishment at St. John's, is making a tour of the South and West coasts of Newfoundland.

The proprietors of the Free Press have decided to resume the publication of the Christmas Edition of the Free Press. This year it will appear early in December.

Hon. P. T. McGrath, manager of the Evening Chronicle of St. John's, is at present visiting New York. Mr. McGrath will select a new and improved Linotype while away.

H. G. Mott, ex-Speaker House of Assembly, at present on the editorial staff of the News, is touring St. Barbe district in the interests of next fall's general election.

J. D. S. Barett, founder and late editor of the Blairmore Enterprise, is with his mother at St. Anthony Hospital, where she has just undergone an operation for cancer.

After thirty-two years as a 5 column 4-page paper with 14½ ems to column, the Twillingate Sun has just appeared as a 7-column with 13 ems column. It has also raised its subscription price to $1.00 per year.

It is announced that the first Sunday paper for this country will make its bow to the public on Sunday, Sept. 29, and will be published at St. John's, and that Wm. Dooley, formerly of the Western Star will edit it.

J. P. Thompson, J.P., founder of the Twillingate Sun and the Brigus Vindicator, but at present Magistrate at Brigus, has just returned home from Toronto, where he had been visiting his son Harold, who is on the editorial staff of one of Toronto's daily papers.

W. H. Herder of the Evening Telegram of St. John's, and second son of the proprietor, W. J. Herder, was married on September 4, to Miss Beatrice Tessier of St. John's. A reception was held at the residence of the bride's mother, after which the party joined the evening express to spend their honeymoon touring Canada.

The Fishermen's Union, of which the Fishermen's Advocate is the organ, has just taken another action for libel against the Chronicle. This is now the third libel action pending against the Chronicle by the Fishermen's Union. Ten thousand dollars damages are claimed in this last one. These cases are to come up for hearing at the fall session of the Supreme Court at St. John's.

MARITIME PROVINCES.

F. O'Leary is a recent acquisition to the editorial department of the Daily Telegraph, St. John.

Grover C. Watts, formerly foreman of the jobbing department of the Telegraph Publishing Co., St. John, is visiting in the city from Boston.

P. D. Ross, proprietor of the Ottawa Journal, accompanied by his wife, left recently on their return home after a trip through the Maritime Provinces.

B. C. Churchill, formerly of the reporting staff of the St. John Telegraph and later with R. G. Dun & Co., left this week for Fort William where he will again take up newspaper work.

The St. John Exhibition this year was a splendid success and the newspapers aided materially in this end. The advertising campaign was managed by W. H. Golding, formerly of the Sun reporting staff, while H. A. Porter was general manager.

A visitor to St. John last month was James E. Muslow, editor of the Hants' County Journal, and one of the oldest printers in the Maritime Provinces, having spent fifty six years in active service. Besides visiting in St. John he went to Newcastle where he was first employed on a newspaper.

J. J. Marshall has been added to the reportorial staff of the St. John Telegraph. He made his debut in a rather sensational manner. Captain Baldwin, the aviator, was giving a series of aeroplane flights while the exhibition was in progress, and Mr. Marshall was taken on a flying trip. He was the second St. John man to be in an aeroplane, and needless to say his initial story created much comment, and was a splendid means of introduction for him in newspaper work.

The Yarmouth Herald comments on the fact that John C. Milne, editor and proprietor of the Fall River, Mass, Daily News, has been working for eighty years in the printing business. He learned typesetting in Pictou, N.S., along with a Lawson, founder of the Herald. Both left Pictou at the same time en route for Boston, but in different ships. The boat in which young Lawson sailed put into Yarmouth on account of fog and remained a week, during which he was persuaded to remain and start a paper. Mr. Milne went to Boston and in 1845 started the News as a weekly at Fall River.

The annual meeting of the R. D. Robinson Publishers, Ltd., was held last month in Sussex, the president, H. P. Robinson of St. John in the chair. The company has had a most successful year and a dividend was declared on the capital stock. The firm has just removed its plant to Sussex from St. John.

At a meeting of the directors of the St. John Standard Publishing Co. held last month for the purpose of determining upon making provision for future requirements, a contract was arranged with R. Hoe & Co., of New York for the construction and installation of the most modern press manufactured by that concern. The Standard has met with considerable success in the few years it has been established and in anticipation of continued prosperity in circulation and advertising patronage, has decided to arrange for improvements to the plant and building. There has already been purchased from the Messrs. Hoe a considerable amount of up-to-date mechanical apparatus with the object of improving the plant. The directors also considered and approved of plans for the reconstruction of the Standard Building in Prince William street and tenders will be called for the work as soon as possible. The basement will be prepared for a model press room open to public view from the street; the business offices will be in the second floor; the mechanical department on the third; and the editorial rooms on the fourth floor. Express and passenger elevators will be installed, and the building when entirely renovated will be numbered as among the best equipped and most up-to-date newspaper offices in Eastern Canada.

QUEBEC.

P. T. O'Connor, formerly of the Sydney Record, has accepted a position on the reportorial staff of the Montreal Herald.

Chas. Crandall, recently appointed Managing Editor of the Star, is spending a vacation in Halifax, his home town.

Dakers Cameron, Montreal, representative of The Maritime Merchant, is now on a trip to England.

The Montreal Herald is strengthening its advertising department, John Townsend, a former member of the staff, having been re-engaged.

R. Wilson Smith, a former Mayor of Montreal, died towards the middle of last month after a short illness. Mr. Wilson-Smith was well known as a publisher, in 1882 having founded "The Financial and Insurance Journal." Later he became more closely connected with other lines, but to the last was interested in journalism being proprietor of the "Chronicle," a weekly journal devoted especially to insurance.

ONTARIO.

W. Armstrong, manager of the Vancouver Daily Province, was a Petrolea visitor recently.

Mrs. W. J. Davies, mother of W. R. Davies, publisher of the Thamesville Herald, died at her home in Brantford, on September 9th.

W. H. Kerr, of the Brussels Post, has resigned his position as secretary treasurer of the East Huron Fall Fair, a post he has held for some ten or twelve years.

The Ottawa dailies are gradually adopting the standard form of make up, viz: the building up of advertising from the lower right hand corner of the page.

W. J. Topliffe, for some months past on the reportorial staff of the Chatham Planet has retired to take up accident insurance. Douglas Oliver of Chatham succeeds him.

R. D. Craft, publisher of the Ailsa Craig Banner, was married on September 6, to Miss Sadie Landon, Toronto. The groom was attended by his business partner, Mackenzie Wright.

The American Press Humorists' Association held their annual meeting in Detroit on Sept. 3, and during their stay visited Walkerville, as guests of Hiram Walker & Sons.

George J. Claxton, of the Ridgetown Plaindealer, who has just recovered from an extended illness, with his family spent two weeks holiday in London, Toronto and other eastern points.

Pulp and Paper Magazine, Toronto, will be issued fortnightly instead of monthly after the close of this year.

The Realty Review which was established in Toronto last March by Stevenson & Hevey, has been purchased by J. T. Wood.

Col. J. B. MacLean, president of the MacUean Publishing Co., Limited, Toronto, returned on September 7 from a two months' trip to Great Britain and the Continent with Frank H. Munsey, publisher of Munsey's Magazine.

J. W. Green, who was founder of the Wellesley Maple Leaf and its editor, until a few years ago, met with an accident on Sept. 10, while driving from the village towards Bamberg. He was thrown from his buggy and severely shaken up.

Although the strike of compositors employed on the Woodstock Sentinel-Review has not been officially called off, it is practically over. The result is a complete victory for the Sentinel-Review Co., which is now running its plant at practically full capacity.

Miss Etta Conghlin, for three years accountant of the London Free Press, was presented with a pearl ring by the business office staff and with an umbrella from the circulation staff on the eve of her departure to become a nurse in training at St. Joseph's Hospital, London.

Harold Turner, who has had charge of the mechanical end on The Signal, Goderich, for the past three years, has resigned his position to take a trip through the West. He is succeeded by A. M. Boch, of Preston, who for some time had been foreman for B. A. Seeley, Kemptville.

The office and plant of the Fort Frances Times were destroyed by fire on September 8. J. A. Osborne, publisher of the Times has installed a new plant in temporary quarters and will erect a new building that will be larger and more suitable for a newspaper than was the one destroyed.

George D. Young, editor of the Park Falls, (Wis.), Herald since 1902, was accidentally drowned in Butternut Lake in the evening of September 9, through the upsetting of a boat. He was born near Paisley in 1878 and learned the printing business in the Advocate office in that town. He was married in 1904.

Fred C. Mills, advertising manager of the Hamilton Herald has acquired an interest in the Peterborough Review Printing Co., and will assume early this month the management of the Peterborough Review. F. H. Dobbin will retain for the present at least, his connection with the company and will have charge of the job department.

In the paragraph which appeared in the September issue outlining the career of the late Emmanuel McKay, it was stated that he was founder of the East Kent Plaindealer of Ridgetown. This statement was incorrect. The Plaindealer was established seven years before Mr. McKay came to Ridgetown by R. H. Constable, who now runs a job printing office in Woodstock, and from whom Mr. McKay bought the Ridgetown paper.

Charles Jenkins, for the past five years city editor of the Chatham Planet, will leave on October 1 to take the position of city editor on the Saskatoon Phoenix. Prior to joining the Planet, Mr. Jenkins was connected with the Guelph Herald, Brantford Expositor, and Chatham News. In addition to his newspaper work, he has latterly been a member of the Chatham Library Board, secretary of the Chatham Motor Boat Club, and prominent in the Masonic fraternity.

As a supplement to its issue of September 7, the Evening Journal, Ottawa, published an eight-page illustrated section describing its improved equipment and giving a brief history of its career since it was established in 1885. The section makes interesting reading, for the subject has been treated in an attractive and informative way. The plant is fully described, explanations are given as to how the paper is produced there are personal touches about former editors and much material of a reminiscent character is provided. Such a number should have a considerable influence on the circulation, as showing the efforts that are being made by the management to provide an up-to-date paper.

In the death of Alexander Macpherson at Ottawa, the last of the old brigade of Waterloo county editors passes away. In 1895 P. E. W. Moyer, founder of the Berlin Daily News, and George J. Jaffray, for over forty years connected with The Reporter, fourth, son of the founder, wrote their last words for the editorial page. Richard Jaffray, who succeeded to the editor's chair of this journal in 1865 and who continued in that position for over twenty years, passed away in 1898. Otto Pressprich, editor and founder of the New Hamburg Volksblate, died in Detroit in the nineties, followed soon after by Jacob Kalbfleisch, editor and proprietor of the Waterloo Bauernfreund. Rittinger and Motz started the Berliner Journal in 1856 and Rittinger and Motz own that flourishing paper to-day—the sons following in the footsteps of their fathers. Rittinger, Sr., closed his earthly account about ten years ago, leaving John Motz at the editorial desk. A grateful Liberal Government at Toronto shortly after transferred him to the Sheriff's office, which he filled with dignity until last year, when he heard his Master's call. And now Alex. Macpherson, who wielded a pen on the Berlin Telegraph for over three decades, is no more.

MANITOBA.

A. G. Graham, publisher of the Grandview Exponent has disposed of his property to A. O. Lloyd.

R. L. Richardson, editor of the Winnipeg Tribune, has accepted the nomination for Macdonald constituency and will run for the House of Commons as an independent.

The death occurred on September 1st at Winnipeg, of William G. Culloden, former night telegraph editor of the Manitoba Free Press, after an illness of over seven months. He came to Winnipeg from Scotland in May of last year.

The death occurred at Winnipeg on September 19, of the Hon. J. W. Sifton, president of the Free Press Publishing Company and father of the Premier of Alberta and the Hon. Clifford Sifton. He was one of the old-timers in the West. Born in Middlesex County, Ontario, in 1833, he went to Manitoba many years ago, becoming contractor for the building of telegraph lines and railways. He was elected to the provincial legislature in 1878, becoming speaker the same year.

SASKATCHEWAN.

The Regina Leader staff held their first annual picnic at Lebret on August 31. Sports and other amusements marked the day.

John W. Scott, publisher of the Kamsack Times, is reported to have sold out his business to a local syndicate and gone east for the winter.

Hjalmar F. Linde, who is now engaged in the real estate, loan and insurance business in Wadena, Sask., will shortly engage in the printing and publishing business also.

Tom L. Johnston, who since last January, owned and edited the Hanley Herald, has disappeared. He purchased the business from James Cruikshank on easy terms and was apparently doing well. Mr. Johnston was formerly a resident of Wiarton, Ont. The Herald has been repossessed by Mr. Cruikshank.

ALBERTA.

Grouard, a new town in the Peace River district, can now boast of having a newspaper, the News. It is the first paper in the country.

Mrs. Genevieve Lipsett Skinner, formerly a member of the staff of the Winnipeg Telegram and president of the Canadian Press Club, has returned to Canada from Great Britain where she delivered a series of lectures with a view to interesting women in immigrating to the Dominion. Mrs. Skinner is now in Edmonton, gathering material for a series of feature stories dealing with the north country.

A. S. Watt, formerly editor and manager of a week-end journal in Edmonton, has become editor of the Weekly Journal in this city, also writing some of the editorial paragraphs for the Daily Journal. His wife, Gertrude Balmer Watt, is editor of the Mirror, a new publication in Edmonton. Mr. Watt was identified with the Woodstock, Ont., Sentinel before coming to Edmonton several years ago, and is widely known throughout eastern Canada.

John M. Millar, a capable newspaper man, widely known throughout the provinces of Alberta and British Columbia, has taken over the editorial and business management of the Northern News at Athabasca, 96 miles north of Edmonton. R. F. Truss retires to engage in business elsewhere. Mr. Millar will add new equipment. Agnes Deans Cameron, a feature writer, describes Athabasca as "a funnel through which percolates the whole trade between the wheat belt and the arctic, as the gateway of the north." It has passed from a frontier trading post to the central point of supply for the largest undeveloped territory in any part of the world, being also rich in agricultural, timber and mineral resource.

J. J. Weber, chief partner in the firm publishing the Illustrirte Zeitung, Leipzig, Germany, will pay a visit to Canada in October in connection with the publication of a special number on Canada, of which a minimum edition of 50,000 copies will be issued for distribution throughout Germany, Austria, Switzerland and German settlements in America.



Exhibit of Miller & Richard.



Exhibit of Canadian Linotype, Limited.

Two of the several exhibits at the Canadian National Exhibition, Toronto, that were of special interest to printers and publishers.

TRADE NOTES

ADDS ANOTHER LINE.

Thompson Static Neutralizer Co., 1645 Old Colony Building, Chicago, has acquired the electricity neutralizing device made until recently by the Kay-Kay Dispeller Co., and will continue its manufacture and sale under the name "Auto Ink Drier." This company manufactures and sells the Thompson Static Neutralizer also—a scientific apparatus for eliminating electricity in paper that is highly recommended by many satisfied users.

PRINTING MACHINERY EXHIBIT AT CANADIAN NATIONAL EXHIBITION.

Several printing machinery supply houses made exhibits of their products at the Canadian National Exhibition, held in Toronto during the last week of August and the first week of September.

The Autopress Co., Limited, exhibited the Autopress.

J. L. Morrison Co. showed its full line of "Perfection" wire stitching machines; also its line of bookbinders' and paper box makers' glue room appliances including "Advance" glue heaters for electricity, gas and steam, as used for central sources of supply and bench use.

Canadian Linotype, Limited, exhibited three of the latest designs of Mergenthaler Linotype Machines and its exhibit is shown in the accompanying illustration. The number 9 is a four magazine machine, carrying 720 different characters or eight complete fonts at instant command of the operator. It is equipped with four water-cooled molds, universal ejector, pi-stacker and other up-to-date appliances. It is described by its makers as "a complete job office." Number 8 is a three-decker, and has taken the place of the famous Model 5 to a large extent. The model 30 is the lowest priced linotype ever offered, and while most suitable for the weekly publisher is a machine of considerable range.

A varied and very interesting exhibt was made by Miller & Richard, and is illustrated in the accompanying half tone. A complete newspaper Monotype equipment formed the centre of the exhibit and around it were clustered a Phoenix Art Platen Press, a Vandercook Proof Press, a Universal Round Cornering Machine, a Ries Knife Sharpener, a Justrite Oily Waste Can, and displays of work produced by the Monotype. The row of cards that appear toward the top of picture contain testimonies of users to the value of the Monotype. Behind them can be seen a collection of what looks like strips of cardboard, but are the name plate headings of many newspapers that are set on the Monotype. Below them and hung up by their corners on a dark background are many magazines that are set on this versatile machine. An interesting feature in connection with this exhibit was the composition, and printing in three colors of a card containing a three-color design of Darwin Tulips. The card was composed on the Monotype, proofed on the Vandercook Proof Press, printed on the Phoenix Printing Press, and round cornered and punched on the Universal Round Cornering Machine.

COST SYSTEM EXPERTS.

The many Canadian printers and publishers whose only reason for delaying the installation of a cost system in their respective plants is doubt of their ability to install and operate it accurately will welcome the announcement that Miller, Franklin & Co., Traders Bank Bldg., Toronto, are in a position to undertake the installation of cost systems and efficiency work generally. The work of this firm while unknown to most Canadian printers and publishers is much appreciated by the few who have used their services. They have recently installed cost systems in the plants of Lawson & Jones, Limited, London; Stone, Limited, Toronto; Copp, Clark, Limited, Toronto; and other printing and allied establishments. Particularly when several printers in one city or district will use their services at the same time the cost of the expert installation efficiency work which this firm undertakes is quite within the reach of the progressive printer and will soon be made up in the savings effected.

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As the result of a series of experiments extending over two years the Dennison Manufacturing Company announce that they have perfected a non blocking gum paper for label work which will do away with the most general complaint made by the label users, viz: that the labels, becoming affected by adverse climatic conditions, stick together.

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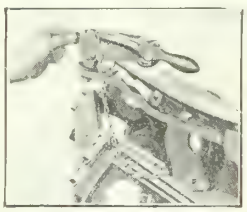
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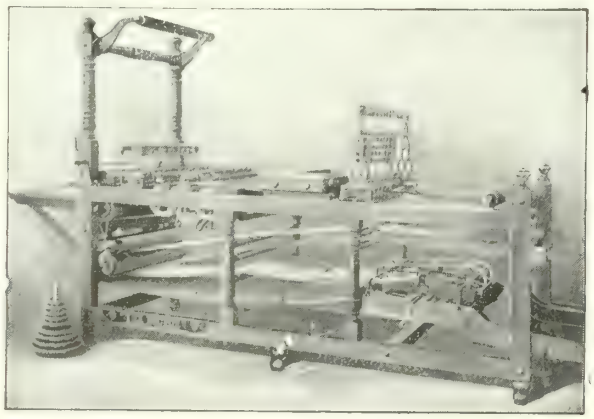
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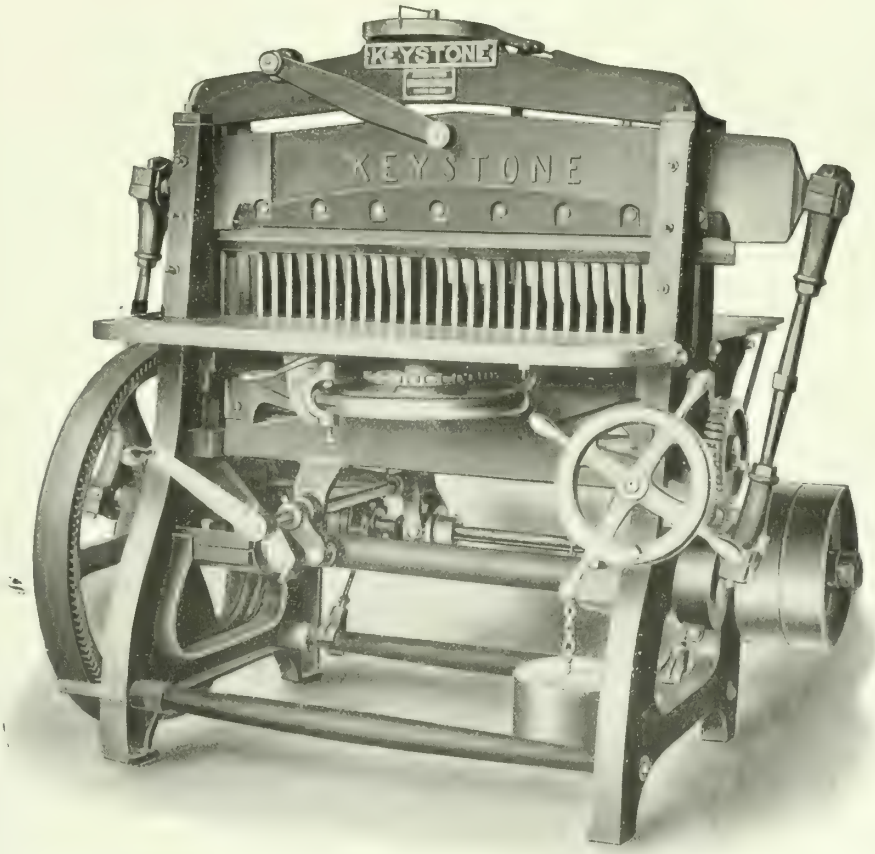
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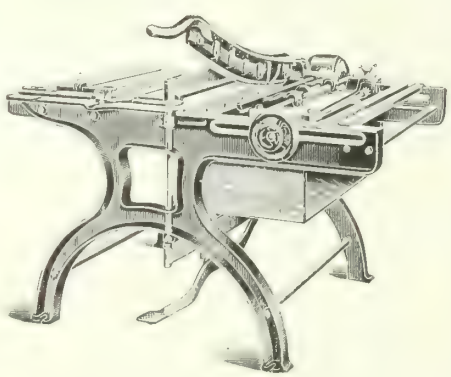
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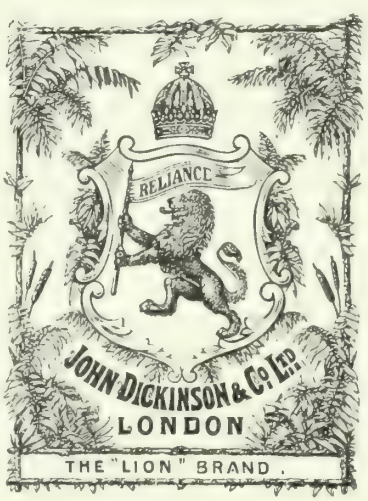
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Sinclair & Valentine, 233 Richmond St. W., Toronto.

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Robertson, J. S., 308 Craig St. W., Montreal, P. Q.

PROOF PRESSES.

Eastern Sales Co., 1523 People's Gas Bldg., Chicago, Ill.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 122 Bay Street, Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

TAGS.

Dennison Mfg. Co., 26 Franklin St., Boston, Mass.

TYPE CASTING AND TYPESETTING MACHINES.

Canadian Linotype, Ltd., 36 Lombard St., Toronto.
Lanston Monotype Machine Co., Philadelphia, Pa.
Thompson Type Machine Co., 624-632 Sherman St., Chicago, Ill.
Universal Typemaking Machine Co., 321-323 North St., Chicago, Ill.

TYPE FOUNDERS.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Blackfriars Type Foundry, 154-156 Blackfriars Rd., London S.E., England.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., Canadian Branch, 122 Bay St., Toronto, Canada.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina and Calgary.

WOOD GOODS.

Hamilton Mfg. Co., Two Rivers, Wis.
Stephenson, Blake & Co., 122 Bay St., Toronto.

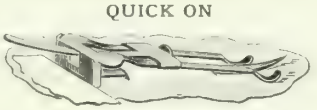
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VISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

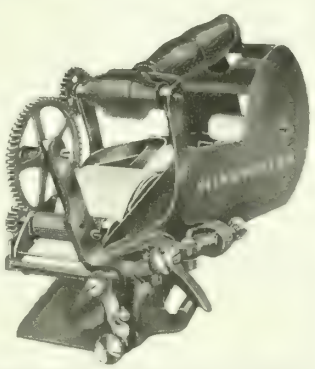
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ARE THE BEST
THE WORLD OVER

They are for sale by all Printers' Supply Houses.

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TORONTO, - ONTARIO
General Agents for Canada

CHAUNCEY WING
Manufacturer
GREENFIELD, - MASS.



Mr. Printer—If you cannot get our

Patent Non-Curling GUMMED PAPER

from your Paper Dealer write us here please for you cannot afford to use the Curly sort.

SAMUEL JONES & COMPANY
7 Bridewell Place -:- London, England

Printing Inks

When you have tried them all, you really must admit that for depth of color, brilliancy and splendid working qualities

Canadian Half-Tone Black

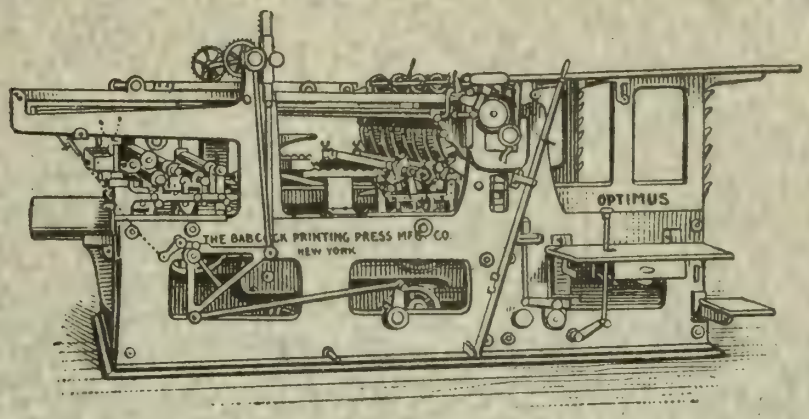
is by far the best. We find it hard to get some people to try it, but we usually find that those who are hardest to get to try it are the most enthusiastic when they have once given it a trial.

It is your turn now. Let us send you a small trial order.

CHARLES BUSH, LIMITED

Printing and Litho Inks and Printers' Rollers
105-111 DAVENPORT ROAD
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TORONTO CANADA



The BABCOCK "OPTIMUS"

If printing is your business, you will never be rushed with work, unless it is understood that your presses are

STRONG, ACCURATE and SWIFT

Moreover, there are any number of time and labor saving devices, worth dollars on every job, that are essential to success in the printing-office. Some two-revolutions have some of them, and others have a part of them, but

THE BABCOCK "OPTIMUS"

embodies every reasonable, profitable device for which the printer has as yet expressed a desire.

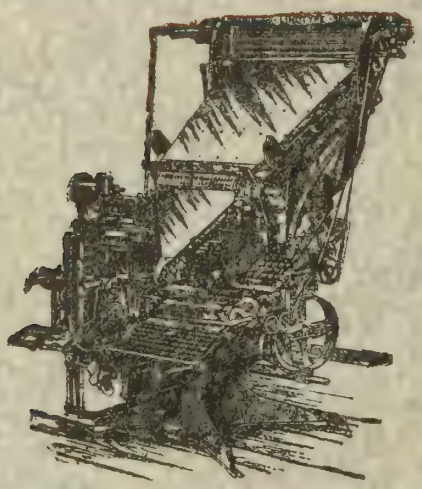
The "Optimus" is built for your longest runs, your heaviest forms, and your most difficult printing, that must be done perfectly and speedily, and *it will not fail.* The reasons why are built into it. Write to us and let us tell you about them.

RUN THE BABCOCK "OPTIMUS"

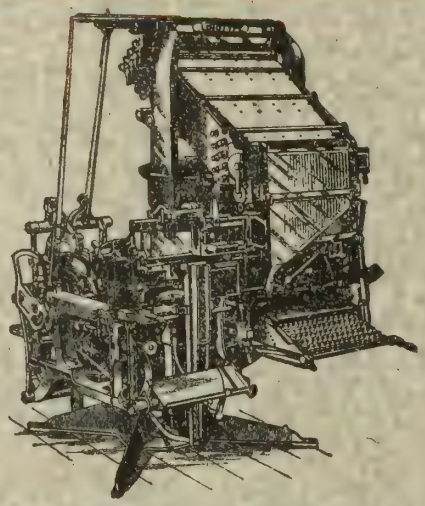
and *you will know that our best advertisements are not printed—they print.*

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

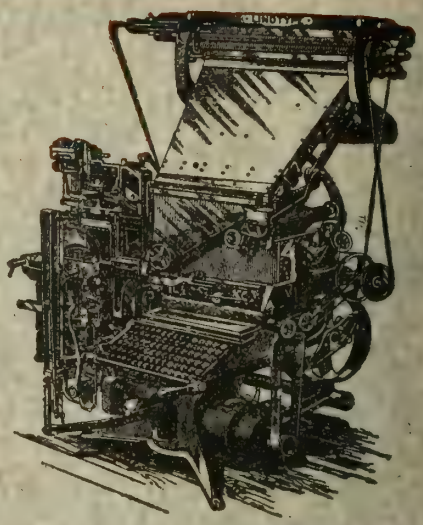
MILLER & RICHARD GENERAL AGENTS FOR CANADA TORONTO, ONT., AND WINNIPEG, MAN.



QUICK-CHANGE MODEL 8
Three Magazine Linotype



QUICK-CHANGE MODEL 9
Four Magazine Linotype



MODEL 10

For QUALITY, VERSATILITY *and* ECONOMY, *the* NEW MULTIPLE THREE *and* FOUR MAGAZINE LINOTYPES *have* NO COMPETITOR

[COPY]

The Freeholder
Cornwall
Ont.

September 9, 1912.

Canadian Linotype Limited, Toronto, Ont.

Gentlemen,—You wanted to know what I thought of the Model 10. As you know, I had a machine of another make for many years, and it gave me good satisfaction, but it had it's limitations, and that is why I got the Lino.

Model 10 does all you said it would, and is a great comfort. It works like a charm, and we have had no trouble of any consequence in the six months we have had it. Having two magazines, 7 and 10 point, enables us to do a lot of machine work that we could not do before, and the limit of speed seems only the capacity of the operator, I find I can make the change from one magazine to the other and back again, in 15 minutes, so it pays to make the change for a small job. I must confess to you that I was nervous about putting so expensive a machine into inexperienced hands, had the idea that an expert was needed, but the instruction you gave my man in Toronto seems all that was necessary. Model 10 appears to be about fool proof, as it stops when anything goes wrong, and after that it is the man's own fault if anything breaks. The initial expense seems large, but it will pay for itself all right, I think.

Yours truly,

C. W. YOUNG.

The Linotype Way is the Only Way

CANADIAN LINOTYPE LIMITED

FORMERLY THE MERGENTHALER CO., LIMITED

35 and 39 LOMBARD STREET TORONTO, CANADA

Vol. 21 Toronto, November, 1912 No. 11

PRINTER & PUBLISHER



The MacLean Publishing Company Limited
Montreal Toronto Winnipeg

SOMEBODY, SOME TIME, may make a line of cover papers better for the money or better for your purpose than

BUCKEYE COVERS

The Standard Cover Papers for Economically Effective Business Literature

—but while you're waiting you may as well take advantage of the fact that so far BUCKEYE COVERS are the best at the price, and also best regardless of price for the great majority of cover jobs.

The "proofs" are ready to go forward on receipt of your request on your business letterhead. Samples and prices furnished and orders filled by dealers mentioned at bottom of this advertisement.

BUCKEYE COVERS are now made in 16 colors, 4 finishes and 4 weights, including double thick—the greatest variety of high value cover papers ever offered in a single line.

THE BECKETT PAPER COMPANY

Makers of Good Paper in Hamilton, Ohio, since 1848

HOWARD SMITH PAPER CO., Limited
MONTREAL

JOHN MARTIN PAPER CO., Limited
WINNIPEG and CALGARY

YOU WHO RECKON THE COSTS

have learned from the Cost Congress that **Time** is the most expensive thing in your composing room and that **Material** is the cheapest. The cheapest article saves the expensive by minimizing labor and eliminating the little leaks that increase productive costs.

You can materially increase the efficiency of your plant by adding to your composing room equipment a sufficient amount of the inexpensive articles that will minimize labor and do away with time consuming methods.

The following list comprises only a few of the composing room accessories we carry in stock ready for immediate shipment:

Job Type	Brass Rule
Body Type	Brass Corners
Borders	Steel Furniture
Ornaments	Metal Furniture
Cast Cuts	Quotations
Cast Initials	Steel Galleys
Leads and Slugs	Brass Galleys
Spaces and Quads	Zinc Galleys
Copper Thin Spaces	Steel and Iron Chases

Their value to you is measured by the dollars and cents of greater productive possibilities.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager for Canada

122 Bay Street, Toronto

We specialize in

PATENT NON-CURLING GUMMED PAPERS

for every conceivable purpose.

We give a few suggestions:—

PARCEL LABELS
TRADING STAMPS
ADVERTISING STICKERS
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STAMP HINGES
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POSTAGE STAMPS, ETC., ETC.

COATED WITH GUM, PURE GUM ARABIC OR FISH GLUE.

STAY PAPER FOR BOX MAKING.
GUMMED PAPER TAPE FOR PARCELLING.
SEALING MACHINES.

IF IT'S GUMMED, WE MAKE IT.

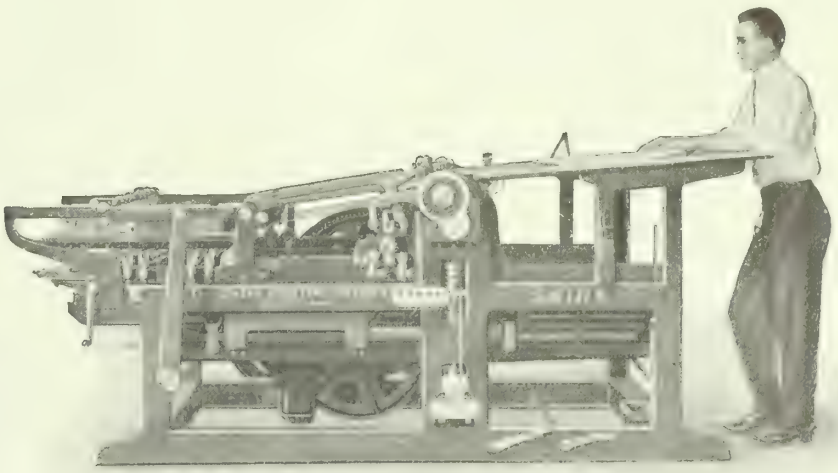
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U.S.A. WORKS:—WAVERLY PARK, N.J.

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Brown Bros., Limited, - - - - Toronto
The Buntin Reid Co., - - - - Toronto
Canada Paper Co., Limited, - - - Toronto
The Wilson-Munroe & Co., Limited, Toronto
Buntin, Gillies & Co., Limited, - - Hamilton
Clark Bros. & Co., Limited, - - Winnipeg
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No one machine will do more to increase your output and give you quality plus than

THE SWINK
HIGH GRADE PRESS

The profit-earning power and economical value of the SWINK lies in the great speed and ease of its simple and perfect working mechanism. But combined with these features are the advantages of absolute hair-register; a sharp and clear impression possible only with its small, stolid cylinder; extreme accessibility of parts and ease of adjustment, as the SWINK can be adjusted while running. The bed plate of the SWINK is driven from both sides, which reduces friction by eliminating any possibility of "side draft," while the durability of its mechanism enables it to stand the severest strain without affecting the impression in the least.

These features **alone** would commend the SWINK for your plant, but when you consider them together with the **Price** you will fully realize the economical value and profit-earning power of the SWINK HIGH GRADE PRESS.

Our booklet containing personal letters of recommendation from one printer to another only awaits the arrival of your request for it. Send for it to-day together with full particulars and quotations.

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A brilliant and inexpensive substitute for Coated Paper.

Manufactured by Olive & Partington Ltd., Glossop, ENGLAND.

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McKinnon Bldg., Toronto

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B.T.F. TYPE
FOR CANADIAN PRINTERS.

Is CHEAPER than leading British and American Founders.

Is cast on the POINT SYSTEM.

Is cast in Hard and Durable Metal.

Is BRITISH MADE ENTIRELY.

Is in use in all British Colonies.

Metal and Steel Furniture, Quotations, Clumps, &c.

Every Single Piece Tested before leaving the Foundry.

TRUE to POINT—ALWAYS.

All cast in our Model Foundry.

Accurate, Reliable and Durable.

PROMPT DELIVERY is assured as all Shipper Indents are executed by Return Steamer.

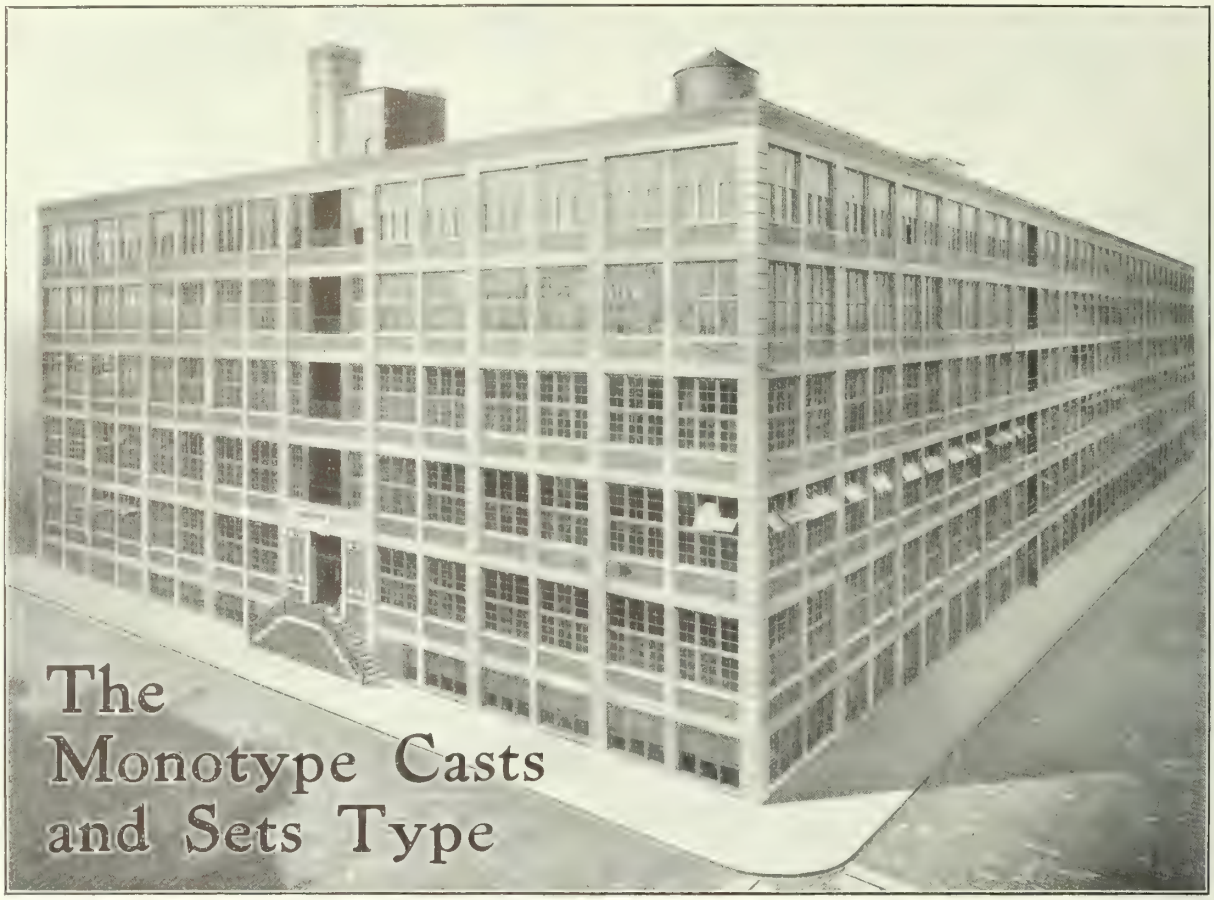
Send NOW for complete Specimen Book, mailed free on receipt of Trade Card.

THE BLACKFRIARS TYPE FOUNDRY, Ltd.,

154, Blackfriars Road, LONDON, ENGLAND.

Cablegrams: "GIRASOLE, LONDON." Codes: A B C & WESTERN UNION.

New Monotype Factory



LAST month (October 25) the Monotype moved into its new home. This $400,000 factory, giving us ten times the floor space we required ten years ago, illustrates, better than words, the part the Monotype has played in the development of the art and business of printing, now sixth among the giant industries.

THE Monotype has kept pace with this growth because it has sought more to achieve perfection in the work it does for the printer than merely to offer a machine to produce an imitation of hand composition.

IN addition to its unequalled success as a composing machine, producing work that commands the highest price for a low production cost, the printer operating a Monotype can cast type and spacing material for the cases in quantities and at such times as to warrant the highest possible development of composing room efficiency. The Monotype means a better day's work for every man you employ.

Lanston Monotype Machine Company

Philadelphia

BOSTON NEW YORK CHICAGO

Miller & Richard, Canadian Representatives, Toronto and Winnipeg

Where Quality and Speed are Essential
SINCLAIR & VALENTINE INKS
Meet Every Requirement

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As the name implies, is a "MAGICIAN" for results in producing High Grade Catalogues.

It meets the requirements of the particular customer.

Ask us for price in quantities.

Our Mail Order Department is Prompt and Reliable

SINCLAIR & VALENTINE CO.
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and
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WINNIPEG, MAN.
173 McDermott Ave.

Hamilton's MODERNIZED COMPOSING-ROOM FURNITURE

NOW AVAILABLE IN WOOD OR STEEL

WE manufacture Furniture of Wood and Steel that bears the Hamilton Trade Mark, thus  , somewhere about each individual piece. This mark of quality does not make the goods, but it is a guarantee that it comes from the Hamilton shops.

In the minds of more than one hundred thousand satisfied users the world over, the product of these shops has come to be considered the criterion of what constitutes good business furniture.

We would make our furniture *better if we knew how*. We are making it the best we can, with the materials, appliances and skilled labor available, and we are learning how to do things better.

We have been in this business thirty years, but we are still going to school—taking courses in advanced work now.

Our latest development is the new line of Pressed Steel Composing-Room Furniture. We are using heavier materials than necessary, making it several hundred per cent stronger than is absolutely essential. It is our purpose to make this furniture in a way that a century hence it will be as substantial and lasting as when first installed. That is a feature of the Hamilton line.

Not necessarily the cheapest furniture in point of first cost, but when figured in lasting qualities, serviceability and working economy, its cheapness is plainly manifest.

For your own protection insist on Hamilton furniture with the Trade mark on every piece.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories - - - TWO RIVERS, WIS.
Eastern Office and Warehouse - - - RAHWAY, N.J.

Toronto Type Foundry Co.: Toronto, 70 York St. · Montreal, 345 Craig St., W. · Winnipeg, 175 McDermot Ave., E. · Calgary, Alberta · Regina, Saskatchewan. · E. S. Lister, Fredericton, N.B.

Stephenson, Blake & Co., Toronto. · George M. Stewart, Montreal. · American Type Founders Co., Vancouver. · Miller & Richard, Toronto, 7 Jordan St. · Winnipeg, 123 Princess St.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

INTERTYPE

the new line casting machine, which is being manufactured by the INTERNATIONAL TYPESETTING MACHINE CO.

The "INTERTYPE" is a Two-letter Line Casting Machine, having a quickly removable magazine, an improved assembler, a quick change knife block, a new universal adjustable mold, an improved casting apparatus and an improved distributor. These features place it far ahead of the antiquated machines now in use. The "INTERTYPE" will be ready for the market in February.

The Company will have Matrices, Spacebands and all other supply and repair parts ready for delivery in December. These can be used interchangeably on Intertype or Linotype machines, and will be sold at a very material reduction. It will pay you to wait.

INTERNATIONAL TYPESETTING MACHINE CO.

Factory:
Foot of Montague St., Brooklyn, N.Y.

New York Office:
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MADE IN CANADA

Secure and hold the business stationery trade of your locality

by combining a good *paper* with your own good *printing*—a paper that is strong, distinctive, impressive and altogether good in its quality. Such a paper is

SUPERFINE LINEN RECORD

(Facsimile of Water Mark)

It is the standard paper for business use and is used by leading corporations, banks and business houses. Use it in work for *your* customers.

Superfine Linen Record is but one of the many lines of high grade papers manufactured by The Rolland Paper Co., Limited. The continued demand for their different brands of paper has encouraged the building of a new Paper Mill which is expected to be in operation early in 1913.

Every Printer, Lithographer and Bookbinder should be well supplied with sample books to show their customers; they will be a great help towards securing satisfactory business.

Your copies of these sample books only await the arrival of your request for them. Send for them to-day.

ENVELOPES TO MATCH

The ROLLAND PAPER CO., Limited

Makers of Good Paper

General Offices
Montreal

Mills at St. Jerome
and
Mont Rolland, P. Q.

OUR NEW FACTORY
127 PETER STREET
TORONTO



SHACKELL, EDWARDS & CO., LTD.

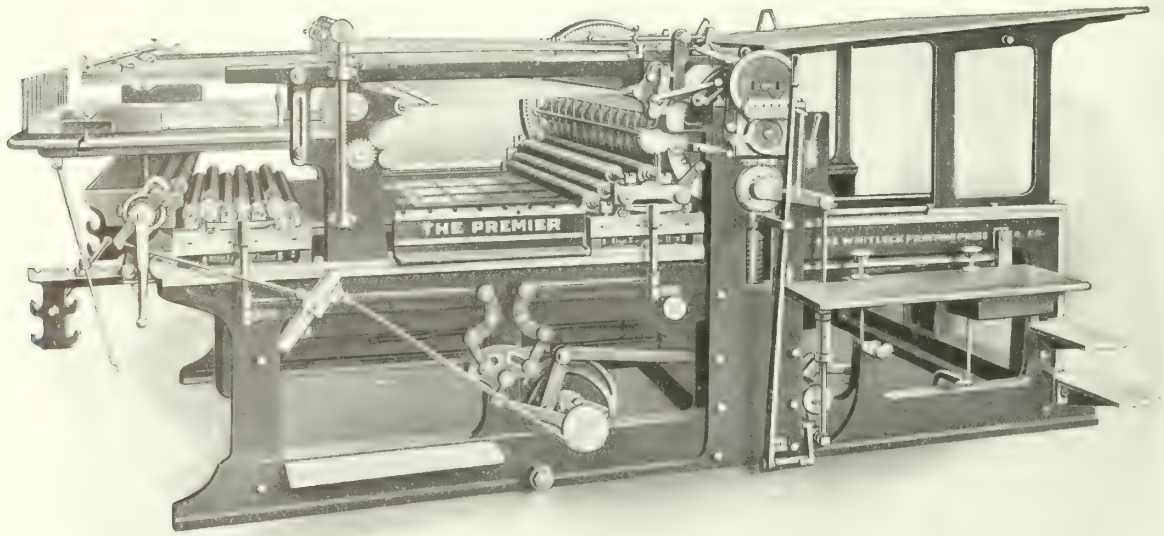
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Makers of

ESTABLISHED LONDON, ENG. 1786

Fine Litho and Printing Inks of Quality

The PREMIER
in NAME and EFFICIENCY



The experience of Canadian printers with this two-revolution, four-roller press fully justifies the name of *Premier*. Because the Premier combines in *one* machine *all* the good points of other two-revolution presses — and *many others*. The Premier stands *supreme* among two-revolution presses in strength, swiftness and smoothness of operation, and in quality and quantity of output.

The double delivery is simple and effective. It is conveniently changeable from printed side up to printed side down, or vice versa; the change taking only two or three minutes. Having the heaviest distribution, the Premier is specially adapted for the finest half-tone or color process work. Special adjustments ensure absolute register. Write *at once* for more complete information and quotations to the Canadian Selling Agents.

MANTON BROS., TORONTO

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PRINTING INKS

Your printing ink troubles will be eliminated and your highest endeavors realized by the use of *Manton Bros. Printing Inks*—News Inks, Fine Black Halftones and Colors.

PRINTING ROLLERS

But good rollers are also essential to first-class results. Perfect satisfaction is ensured by our method of casting rollers. We have the most up-to-date Gatling Gun Machines for the casting of printers' rollers, and spare no efforts to produce the best results obtainable by only the highest grade of glue and glycerine. To get the *most* out of your rollers, send us your cores *early* and give them time to season before using.

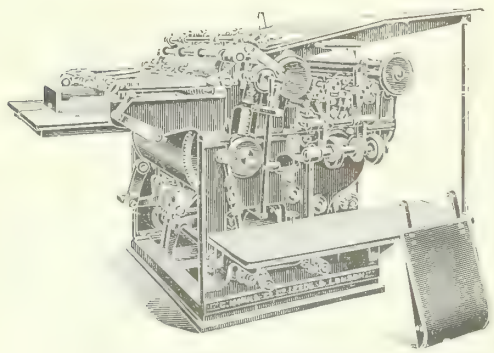
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MANTON BROS., TORONTO

Over NINETY PER CENT. of

MANN OFFSET PRESSES



Feed side, Patent Single Color.
Sizes:-19 x 24, 25 x 36, 33 x 44½, 36 x 48,
36 x 53, 40½ x 53, 42 x 64, etc.

in operation are running successfully on

COLOR WORK

owing to their having an efficiently designed

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arrangement, and other patented features make it the simplest Offset Press manufactured.

Gives satisfaction to the Maker, the Printer, and his Clients, and succeeds where others fail.

HUNDREDS SOLD.

Record Appreciation

Fifty-One Mann Rotary Machines

Supplied to ONE FIRM. **Quality and Quantity.**

Built in small and large sizes up to 47½ x 65.

BEST by every TEST

Mann Tin-Plate Decorating Press

Used by the Quality Houses throughout the World. Eight Machines sold to one House.

The "Latest" word in Offset Machinery is the MANN 44 x 64

Patent TWO-COLOR and PERFECTING OFFSET PRESS

FULLEST PARTICULARS

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SPECIALISTS IN OFFSET AND LITHOGRAPHIC MACHINERY

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Oscar FRIEDHEIM

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Patent Labour-Saving Machinery for Bookbinding, Printing and Box-Making Trades

FOR SPEED AND QUALITY OF WORK IT SURPASSES ALL OTHERS.

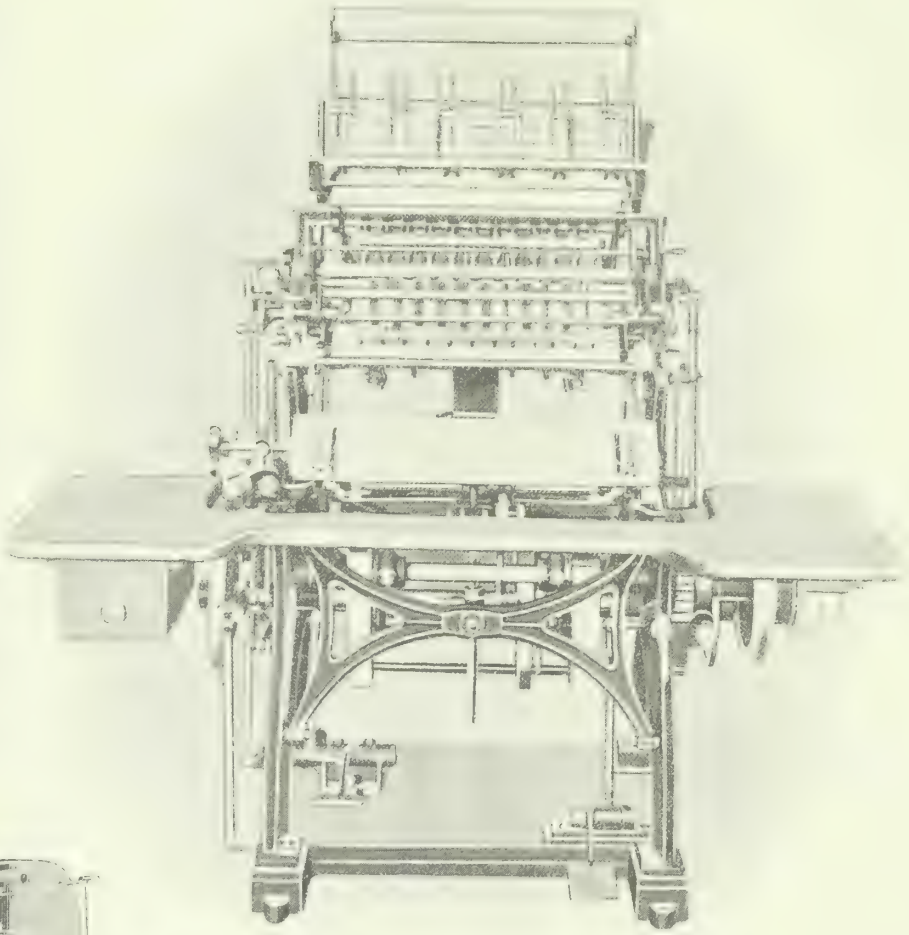
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ALL PARTS INTER-CHANGEABLE.

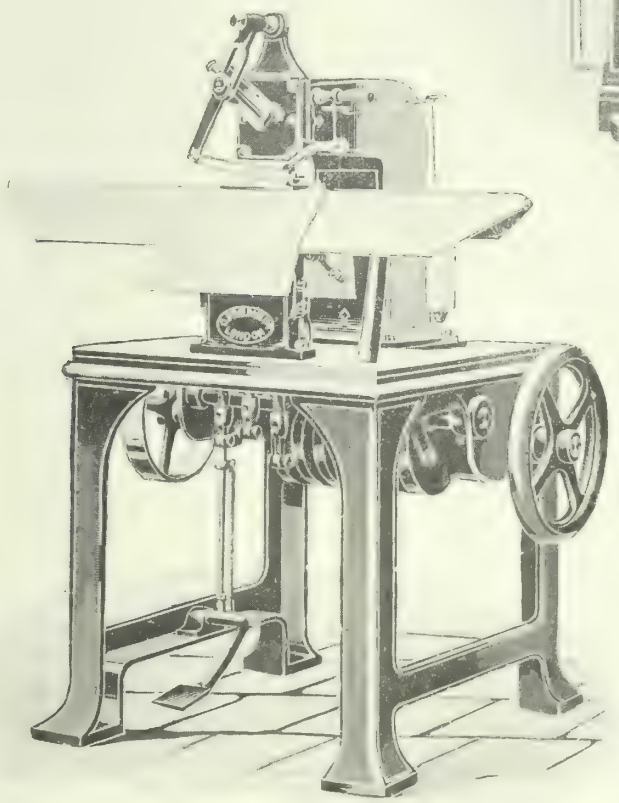
FOR ALL VARIETIES OF SEWING.

LARGEST SHOWROOMS IN LONDON.

WRITE FOR MACHINERY LIST.



NATIONAL SEWING MACHINE



THREAD STITCHING and CALENDAR LOOPING MACHINE

Over 200 Thread Stitchers working in England.

Complete change of stitch in two minutes. All qualities and thicknesses of thread or cord used. Adjustable length of stitch or loop. Sheet straightener, which ensures thread being exactly in centre of fold.

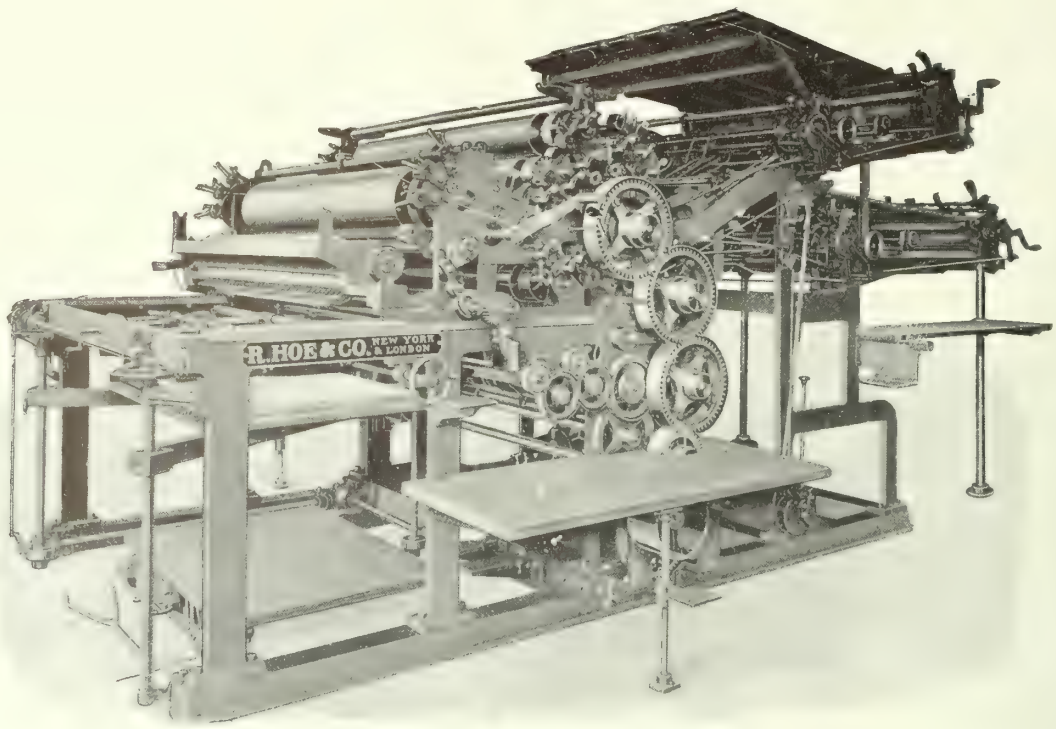
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Blocking and Embossing Presses
With or without inking attachment

Folding Machines

Rotary Card Cutting Machines

Etc., Etc.



HOE SHEET-FED ROTARY ART PRESS

This machine is destined to revolutionize the periodical, magazine, and book field just as the Hoe Web Perfecting Presses revolutionized the newspaper printing business. It is just the thing for pictorial supplement work.

Instead of printing at every second revolution, it prints a sheet at every turn of the cylinder.

High grade pictorial supplements, as well as periodical, magazine and book printing can be run two or three times as fast as possible with a flat bed machine, and without deterioration in the quality of the work.

The name of R. HOE & CO. on a printing press or other machine is an assurance of reliability, efficiency and economy in operation.

If you have difficulty in getting your present product out economically and on time, write us and our printing machinery engineers will be pleased to give competent advice.

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"Used in Canada wherever good printing is done."

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Dry Colors and
Varnishes

The Only Manufacturers of the famous

Non-Offsetting
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We make the Blacks that Dry with a Lustre

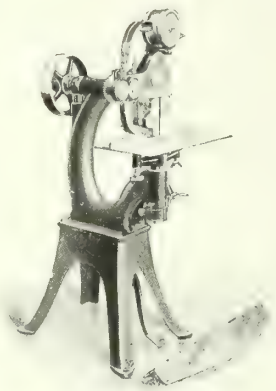
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Bookbinders', Printers', Lithographers' Machinery & Supplies

Wire Stitchers
Power Paper Cutters
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Board Shears
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Folding Machines
Punching Machines
Perforating Machines
Rotary Perforating Machines
Paging Machines
Embossing Machines
Cover Inks
Paper Cutter Knives

Rebuilt:-Paper Cutters, Folding Machines, Embossing Machines, etc. on hand.
Write for particulars and prices.

The Right Ink

Quality Inks and Rollers

is that Ink which produces the best results when finished with the least trouble and delay while the work is in progress.

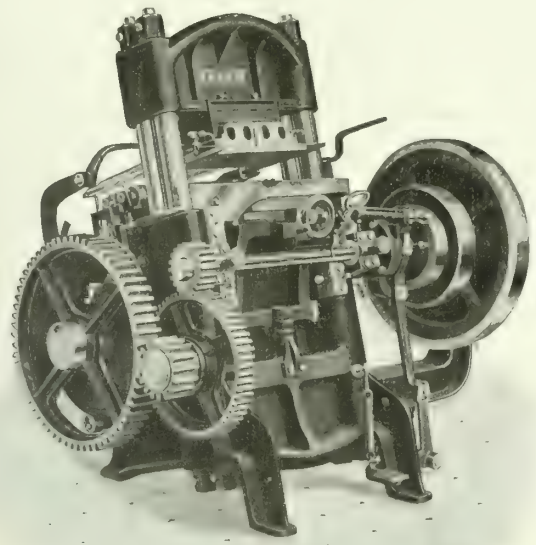
More than thirty years' experience, making the best quality of Inks for Canadian printers, has brought our Inks a reputation for being "right."

Order Your Winter Rollers Now

Canada Printing Ink Co., Limited

15 Duncan Street, Toronto

This is What You Want



MODEL B 3fn

KRAUSE Embossing and Color Blocking PRESSES

MANUFACTURED BY

KARL KRAUSE
LEIPZIG, GERMANY

CANADIAN IMPORTERS AND SHOW ROOMS:—

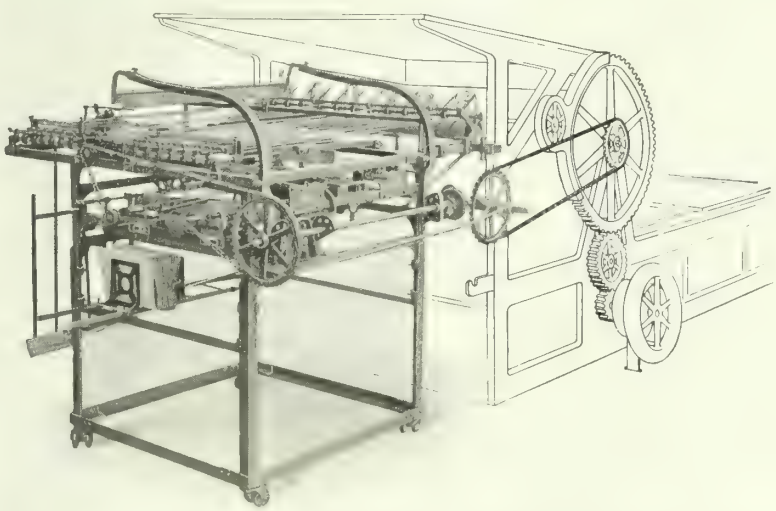
The J. L. Morrison Co., Toronto

The Toronto Type Foundry Company, Limited, Toronto, Montreal, Winnipeg, Calgary and Regina.

Also sold by several Canadian importers of Printers' and Bookbinders' Machinery.

IT WILL NOT CLOG

Torn sheets or crooked sheets or crumpled sheets will pass through and deliver without interrupting the next full sheet.



This Folder will take Your Newspapers right from the press and deliver them ready for the Post Office.

The Omaha Folder will handle perfectly sheets from any rear delivery press that will deliver the paper within a radius of one inch of the centre, and any press will do this.

Special features of the Omaha Folder are the *Insert Attachment, Trimmer, Jogger or Auto Straightener.*

FIVE YEARS' GUARANTEE

No. 2 Model C, complete with Insert Table, Trimmer and Press Attachment. 6 col. fol. to 6 col. quarto, $328.

No. 3 Model C, complete with Insert Table, Trimmer and Press Attachment. 6 col. fol. to 7 col. quarto $340.

F.O.B. CARS TORONTO OR WINNIPEG. WE SEND MAN TO ATTACH.

TERMS:—Quarter cash after 30 days' trial, balance in ten equal monthly instalments. No interest if paid promptly when due. 8% interest after due. 2% for all cash at end of trial period.

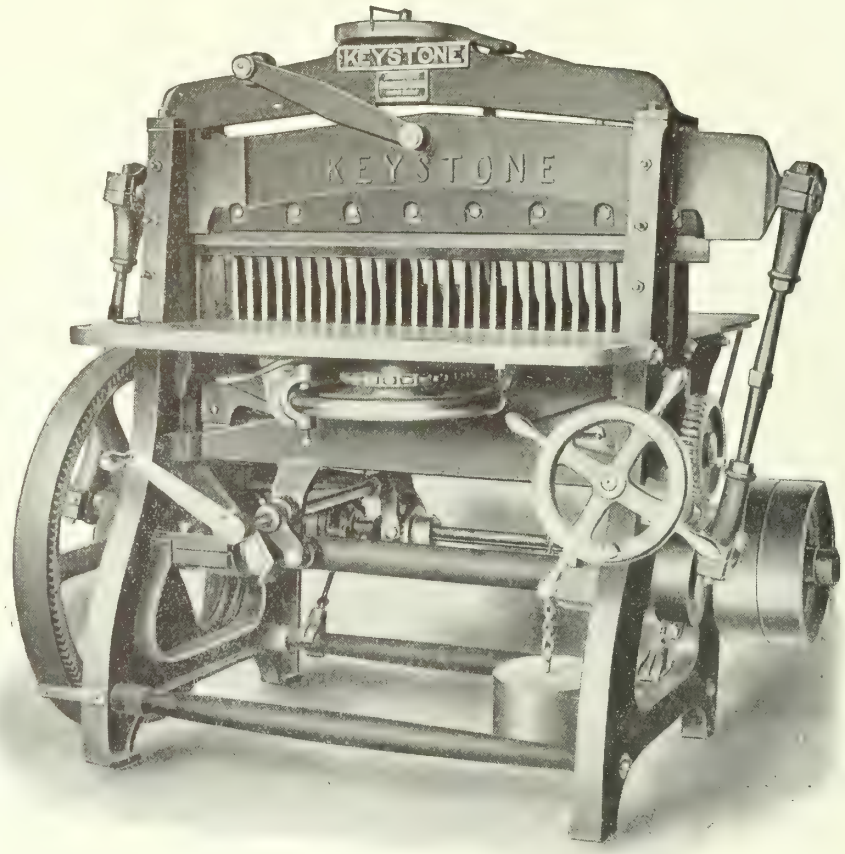
Write now—delay will cost you money.

THIRTY DAYS' TRIAL TO RESPONSIBLE PUBLISHERS

Sole Canadian Agents:

MILLER & RICHARD

TORONTO -:- MONTREAL
WINNIPEG -:- VANCOUVER



KEYSTONE HAND LEVER CUTTER

A Saving for Printers is Found in the

Keystone Hand Lever Cutter

This machine does more work and better work than any other lever cutter. That's what the users tell us, and *they know.*

Investigate the merits of this machine and convince yourself that the Keystone Hand Lever Cutter is all we claim for it. Circulars and prices gladly sent on request.

We build other styles and sizes of cutters also, and all give A-1 satisfaction everywhere.

THE STANDARD MACHINERY CO.

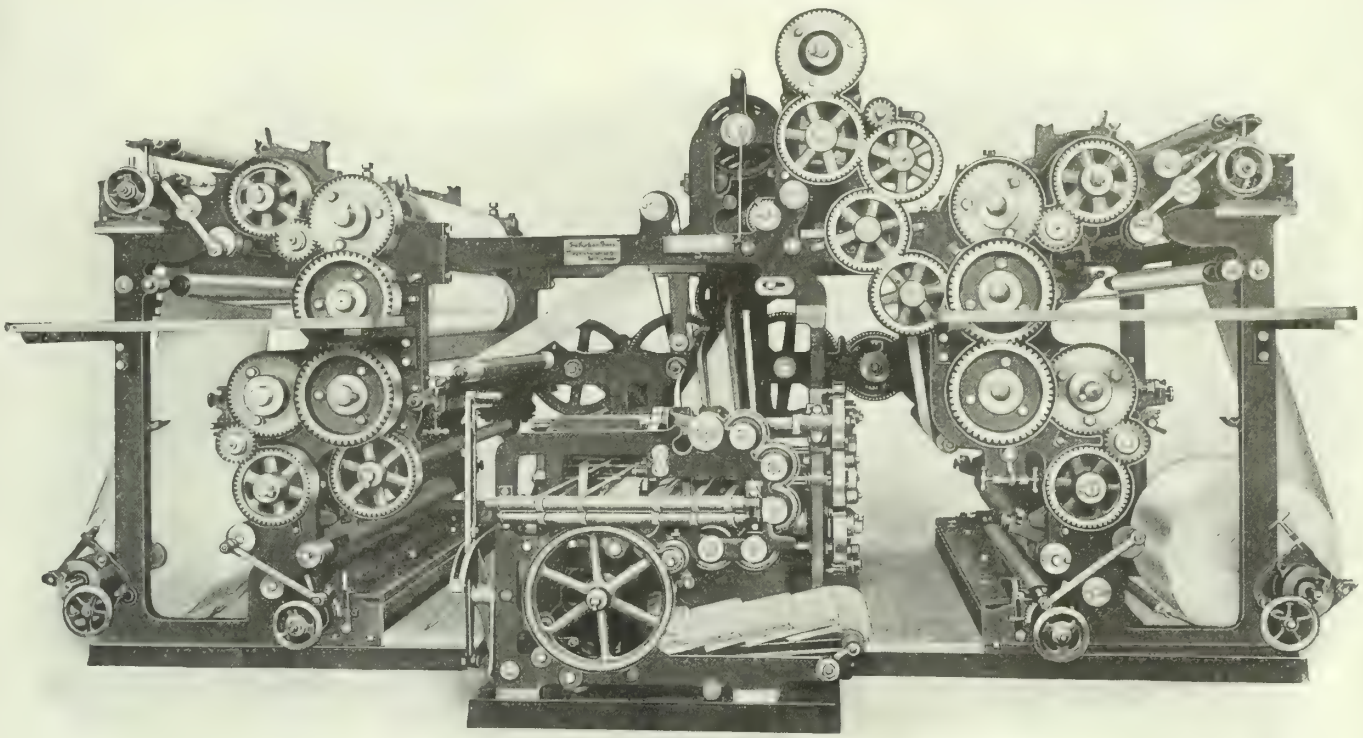
Builders and designers of Embossing Presses of all kinds, Paper Cutting Machines, Die Cutting Presses and Bookbinders' Machinery.

Main Office and Works
MYSTIC, Connecticut.

Sole Selling Agents for Canada, STEPHENSON, BLAKE & CO., 122 Bay St., Toronto.

The Northern Press and Engineering Company, Limited

TWO- ROLL PRINTING, FOLDING AND INSETTING MACHINE



TUBULAR PLATE MACHINES

The above illustrated machine will produce newspapers of from 4 to 16 pages, all inset and pasted from 2 reels of paper.

A Tubular Plate Machine must print from 4 reels to give the same products.

Our machine will print the above sizes from a single set of plates.

A Tubular Plate Machine must have double the number of ink ducts, double the number of printing and stereo cylinders, double the number of composition rollers, double the number of wheels and bearings to absorb power and oil, and it occupies fifty per cent. more floor space than our Two Roll Single Plate Insetting Machine does.

THE NORTHERN PRESS AND ENGINEERING COMPANY, LIMITED

Makers of Rotary Newspaper Printing and Folding Machines of all classes, printing from 1 to 8 rolls of paper. Also makers of the "Norpress" Flat Bed Web Printing and Folding Machine and The "Multiplate" Plate Casting and Finishing Machine.

BOX 456, TORONTO P.O.

The Golding Jobber

We recommend the Golding Jobber as a saver of time—as the producer extraordinary of quality impressions.

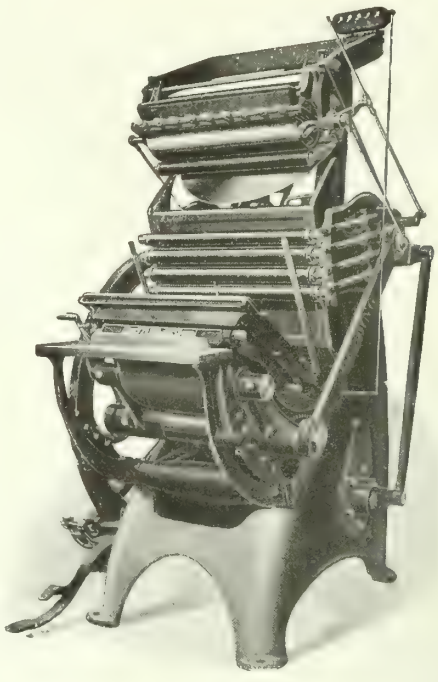
It gives greater margin to go on—a surer profit.

It gets the greatest number of productive minutes out of each hour—by eliminating the wasted minutes.

Printer users tell us this is so.

All printers ought to investigate, then place their plant on an equal footing with the printer who does use Golding Jobbers.

Ask for our booklet, "Manufacturing Efficiency."



The Golding Jobber

Golding Mfg. Co.
FRANKLIN, MASS.

GOLDING

PRESSES

GOLDING JOBBER The most highly developed type of the modern Job Printing Press. Unequaled for Quality and Qantity of Product. 8x12 to 15x21 inside of chase.

PEARL A small press for small work. Easy running. High Speed. Low Cost. Big Producer. 5x8 to 9x14 inside of chase.

OFFICIAL Hand Press. Simple in construction. Easy to operate. 4x6 to 8x12 inside of chase. Special made for printing imprints on large sheets.

EMBOSSER Prints, Embosses or Stamps. Impressional strength, 120,000 lbs. Electric or Steam hot-bed. Size 9x13 ins.

SEMI-AUTO Prints in one, two or three colors, 3000 to 10,000 impressions an hour with one feeding. Will do any three of the following operations; print, emboss, cut, score, punch, rule or perforate.

SPECIAL for printing on wood up to 1 in. thick and for using large numbering machines.

CUTTERS

AUTO-CLAMP The latest, strongest, most convenient to operate and only self-adjusting clamp. Sizes, 30 and 36 in.

GOLDING POWER Modern design. Strong and powerful. Roller bearings. Double shear movement. 26, 30, 34 and 36 in.

HAND ROTARY Similar in construction and easily changed to a power cutter. The Roller Bearings saves 10 per cent of the power. 25, 30 and 34 in.

GOLDING LEVER Most powerful Lever Cutter made. Convenient to operate and accurate. 25, 30 and 34 in. Easily changed to power.

PEARL A small hand lever Cutter for small work at a moderate price. Sizes, 13 and 19 in.

BOSTON SHEARS With off-set hinge to allow cutting long strips. Balanced handle to avoid danger to operator. Sizes, 8, 12, 24 and 36 inch.

TOOLS

MITERERS With standard set for right angle, triangle, square, hexagon and octogon. Also with standard gage set by six point.

CURVERS The most convenient and accurate tool for making curves, circles, ovals. These curved corners were made with it.

RULE and LEAD Cutters that have a world-wide reputation for their excellence of design and construction. The Original Little Giant Lead and Rule Cutter.

TABLETING PRESS The most convenient and quickest to operate for making tablets or bundling.

BENZINE CANS Steel Cans with safety valves. Strongest, safest and most convenient. Saves 10 per cent on insurance.

COMPOSING STICKS For news and job work. Standard set with time-saving features unequaled.

Golding Machines and Tools combine the perfection of over forty years experience in their manufacture and have a world-wide reputation for their original design and superior construction.

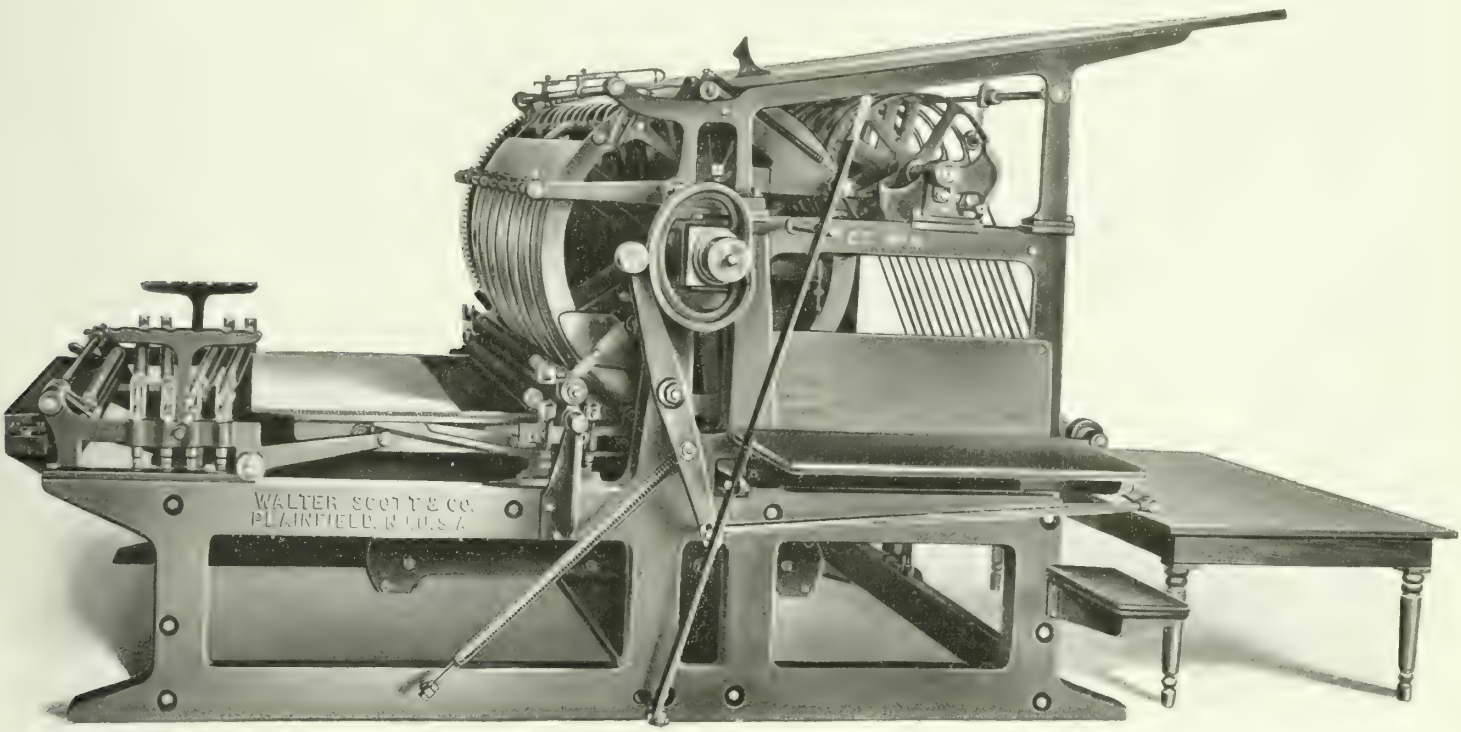
GOLDING MANUFACTURING CO. - Franklin, Mass. U. S. A.

The SCOTT LATEST IMPROVED NEWS AND JOB DRUM CYLINDER PRINTING PRESS

With Table Distribution and Tapeless Delivery

IS THE IDEAL MACHINE

TO PRINT YOUR NEWSPAPER



The Scott Drum Cylinder

shown here for the first time, prints four pages of a six column quarto newspaper at a speed up to 1800 per hour. It also does good job work, as it is equipped with our patented rack, screw and table distribution There are also four angle rollers, each with a steel rider roll to distribute the ink. The two form rollers have a steel vibrator and the top rider helps the distribution over the form rollers.

The Construction Throughout

on this machine is high-grade, and no pains or expense have been spared to make it the finest book and job press on the market. It has many features which make it easy to operate.

The Reasonable Price

of this machine, **$1,200.00** f.o.b. Plainfield, New Jersey, puts it within the reach of all. This price includes a full equipment of roller stocks, over-head and driving mechanism, floor plans, and complete directions showing how to set up, adjust and run the press. It is a very simple machine and can be set up by the average mechanic.

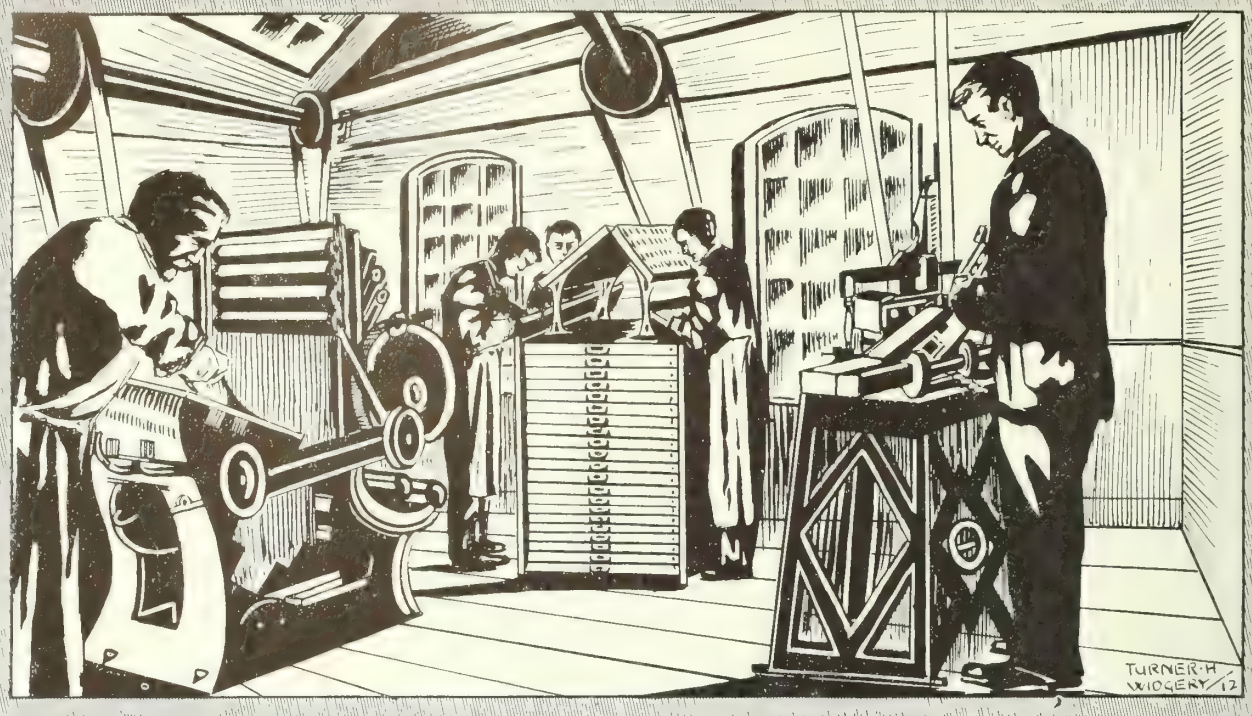
Send for descriptive circular to-day.

WALTER SCOTT & CO.

NEW YORK
1 Madison Avenue

DAVID J. SCOTT, General Manager
Main Office and Factory: PLAINFIELD, NEW JERSEY, U.S.A.

CHICAGO
Monadnock Block



To Canadian Printers

A DAVIS TYPECASTER

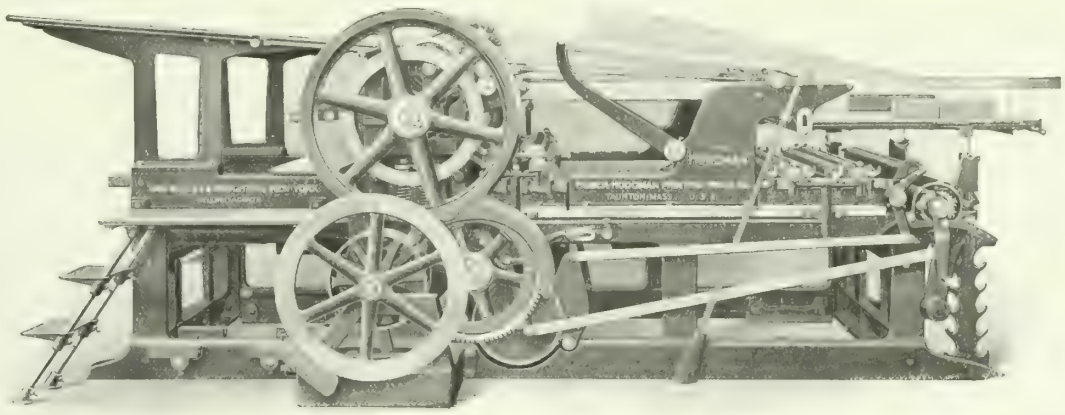
SAVES 50% of Type Bills and 25% of Make Ready Expenses

Pays for itself casting sorts

THE HOUSE OF GRANT, LEGROS & CO., LTD., is the largest firm of Typefounders' Engineers in the Empire. You are safe dealing with them.

Your request for "Colonial Outfit" will bring particulars at our expense.

GRANT·LEGROS & Co·Ltd
AVENUE·CHAMBERS·SOUTHAMPTON·ROW
LONDON W.C.
TELEGRAMS: 'GRALEGRO LONDON' 'PHONE CITY 2734



The Cost Congress and THE Hodgman,

One of the best printers in the United States, and one of the most financially successful, makes this statement:

> **"We are making ready large cut forms on THE Hodgman, in from five to six hours that formerly took us from fifteen to sixteen hours on other presses."**

A good point to consider when "counting the cost" and a fact that is due to the great superiority of mechanical construction in this press.

"COST is measured by the results obtained and in no other way."

The Huber Hodgman Printing Press Co.,

Represented direct by
H. W. THORNTON, Chicago, Illinois
P. LAWRENCE P.M., Co., LTD., London, England
DR. OTTO C. STRECKER, Darmstadt, Germany
S. COOKE PROPRIETARY, LTD., Melbourne, Australia

Metropolitan Life Building
Factory: Taunton, Mass. NEW YORK

Sample Covers
Selling Suggestions
Inspiration Covers

They're all one—we didn't intend to mislead. When we prepared them we called them Sample Covers and Selling Suggestions and so advertised them in "The Ambassador."

So many printermen wrote us of the inspiration obtained from their use that we decided to style them

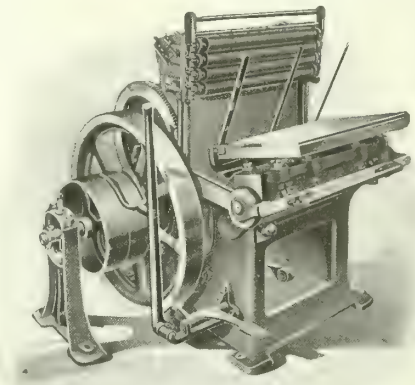
INSPIRATION COVERS

Many who received the covers originally, reading the new ad.—thinking more good helpers were to be had—have written in again for Inspiration Covers. We make this explanation to avoid further misunderstanding.

If you haven't seen—and you want to see INSPIRATION COVERS and they truly are—write us for a set to-day.

NIAGARA PAPER MILLS
LOCKPORT, N.Y.

THE GALLEY IMPROVED
"UNIVERSAL"



For Letter-press, Half-tone and Three-color Work, Embossing, Cutting and Creasing

In designing this press we have considered the absolute need of space economy in the average plant and yet have embodied the features that give accuracy of results with long service.
The many styles and sizes are covered by our catalog Ask for it.

Sole Canadian Agents:

MILLER & RICHARD

THE RESULT OF USING GOOD INK

The ink that gives complete satisfaction and saves its own cost by its greater efficiency per pound and perfect working qualities is the cheapest ink regardless of its price.

CHARLES HELLMUTH
INKS

KAST & EHINGER, Germany

give the results that make it the profitable line for the printer to use: Perfect Printing, Perfect Half-tones, Perfect Solids. No Peeling, no Offsetting.

Printing and Lithographic Inks, Dry Colors, Varnishes, Special Offset Inks.

CHARLES HELLMUTH

New York
154-6-8 West 18th Street
Hellmuth Building

Chicago
New Number:
Poole Brothers' Building

BROWN BROS.
LIMITED
WHOLESALE PAPER DEALERS

Are carrying a large and well assorted stock of all lines of Flat Papers.

We particularly call your attention to our

BOOK COVER
BOND WRITING
AND
LEDGER PAPERS

Write for Catalogue and Price List showing complete line.

51-53 Wellington Street West TORONTO

Printers, Publishers and Bookbinders, dispose of your

WASTE PAPER

to E. PULLAN

THE KING OF WASTE PAPER BUSINESS IN CANADA.

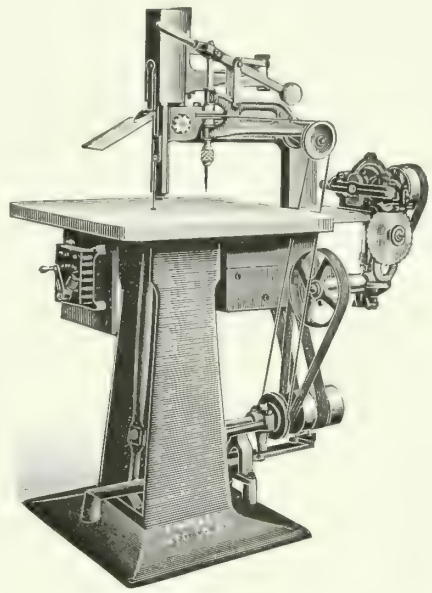
Corner Adelaide and Maude Streets
Toronto -:- Phone Adelaide 760

You will get all it is worth and the best service.

A Clean Cut

MORTISE

in Quick Time



WESEL JIG SAW AND DRILL

Solidity—level accuracy of table—smooth running—independent drives for saw and drill—adjustable saw guide for type or plate high.

BEST POINT OF ALL is the Wesel Automatic Blade Clamp. When you have drilled for a mortise you have only to lay the block over the hole in table and push the blade down—*clamps itself*, no reaching under table or stooping to adjust.

Shown above with Drill and Saw Sharpening Attachment. Write us for catalog and prices on your other needs as well.

F. Wesel Mfg. Co.

Printers' and Platemakers' Equipment

Main Office and Works
70-80 Cranberry St., Brooklyn, N.Y.
New York, 10 Spruce St. Chicago, 431 So. Dearborn St.

Cut Down Your Cost of Getting Subscriptions

Practise economy. The publishers who are making a success to-day are those who study and adopt the cost system.

Subscription-getting is one of the costliest problems with which the local newspaper has to contend.

Subscriptions in quantity, but yet quality, are absolutely necessary to serve your advertisers and demand a fair price for advertising.

The CANADIAN COUNTRYMAN

Canada's Leading Rural Weekly, offers you a clubbing proposition which means actual dollars and cents to you.

We began to ask for the patronage of Canadians as subscribers on August 28th.

By October 28th—two months later—we had received 9,284 subscriptions, from men and women who had seen the *Canadian Countryman* and liked it.

This, frankly, looks impossible. At any rate, it is remarkable. No other paper, so far as we know, has ever been given such a remarkable appreciation by the public. It is the quality of the articles, the stories, the illustrations, which has brought about this wonderful growth.

The VALUE *is in the* PAPER

Our clubbing offer to publishers will make it well worth your while to club the *Canadian Countryman* with your own newspaper. Write *now* for particulars to

CIRCULATION MANAGER

The Canadian Countryman Publishing Co.

8 Colborne Street, Toronto, Can.

Reduce Your Percentage of Overhead Expense by Adding

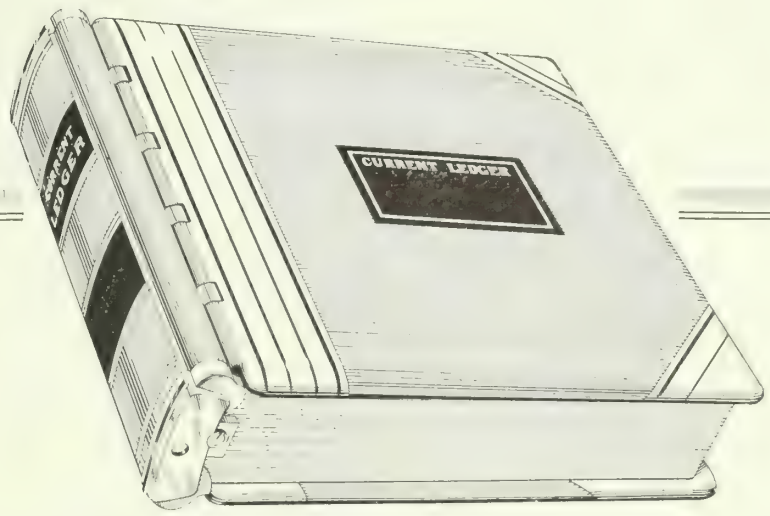
A LOOSE-LEAF DEPARTMENT
With Our Complete Modern Plant as an Adjunct to Your Bindery

You can get the business of the best business men of your locality by handling our Loose-Leaf Supplies and Binders—business, which in itself is very lucrative and lasting.

Advertise to the bankers, brokers, manufacturers and all business men of your district that you can make their methods of accounting more simple and convenient, and can handle quickly and satisfactorily all classes of loose-leaf printing and binding. Make a specialty of loose-leaf work and enlarge the facilities and profit-earning power of your business by using to your own advantage the complete co-operation of our modern, well-equipped plant.

Your customers will appreciate the feelng of strength and stability there is about our binders and their long-wearing and perfect-working qualities will readily appeal to them.

Decide NOW to get *your* share of the lucrative loose-leaf business. Write us to-day for full particulars.



PRINTERS' SPECIALTIES, Limited, TORONTO

National Paper Company

Limited

Manufacturers of High Grade Enamel Books, Lithographic and Coated Label Papers

Head Office and Factories:
Valleyfield, Quebec

Toronto Office:
64 Wellington St. W.

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"Herald" Building,
corner Craig and Alexander Sts.

A complete stock of all regular sizes and weights carried in Toronto

"Triumph" Black Prints Blocks WELL!



There is no uncertainty about its working, no doubt about its intense blackness and lustre—it is a safe process-work ink. Most of the Printers in Canada who are half-tone specialists appreciate its many merits and use it regularly. Price $1.10 per lb.

Made by

JOHN KIDD & CO., Limited, LONDON, ENG.

and stocked by

STEPHENSON, BLAKE & CO., - - 122 Bay Street, Toronto
JOHN MARTIN PAPER CO., Limited - - - Winnipeg, Man.
PRINTERS' SUPPLIES Limited - 27 Bedford Row, Halifax, N.S.
COLUMBIA PAPER CO., Limited, 1043-7 Hamilton Street, Vancouver, B.C.

Write to nearest agent for specimen book and price list.

MILLER, FRANKLIN & CO.

INCORPORATED

COST ACCOUNTANTS PRODUCTION ENGINEERS

Your interest in COSTS has undoubtedly been stimulated by the recent Cost Congress in Montreal. But to produce RESULTS, interest must be crystallized into ACTION. You must determine to know costs in your own plant.

In introducing a Cost System, you need the advice of EXPERTS to develop absolutely reliable figures. Our experience extends over a period of TWELVE YEARS and covers installations for several hundred companies.

As Production Engineers, we are putting into practical operation advanced methods of ECONOMIC MANAGEMENT and are equipped to make the most efficient use of Cost Figures, not only as a basis for setting selling prices, but as a means of CONTROLLING and REDUCING COSTS. Write us for particulars.

CANADIAN OFFICE, TRADERS BANK BLDG., TORONTO

SATIN BOOK

Has a bright, natural color.
Is bulky and easy to print.
Will take fine-screen half-tones.

SATIN BOOK is an Art Paper sold at the price of S.C. Book.

PRINTED SAMPLES GLADLY SENT ON APPLICATION

TRADE MARK

This design a guarantee of quality

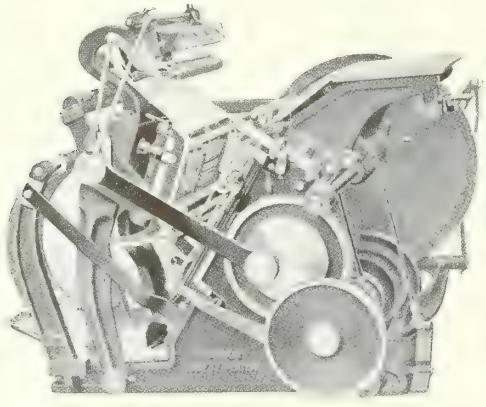
CANADA PAPER CO. LIMITED

Colored Papers a Specialty

Toronto Montreal Windsor Mills, P.Q.

The HADDON SAFETY

"The Greyhound of the Pressroom"



Will turn out as much work as *three* of your ordinary presses—with a quality of workmanship you will be proud of.

Figure up the best average weekly output of one of your ordinary platens. You will find it is not more than 34,000 (700 per hour for 48 hours). The output of the SAFETY, based on the *very low* average of 2,000 per hour for the same number of hours is 96,000—a difference of 62,000 impressions. Reckoned in dollars and cents at eighty cents per thousand impressions, the weekly earning capacity of the SAFETY is over $77.00 as compared with less than $28.00 on your ordinary platen—*an average gain above other platens of nearly $50.00 a week.*

Add to this increased gain the time-saving value of the moveable make-ready plate, the reduced number of wash-ups, the great saving of time effected by the automatic jogging of the printed stock, perfect inking and absolute register, and you will realize, in a measure, the profit-earning power of the SAFETY.

Decide NOW to put your platen press-room on a profitable, paying basis by doing on a *single* SAFETY a much better class of work than you can on *three* ordinary platens.

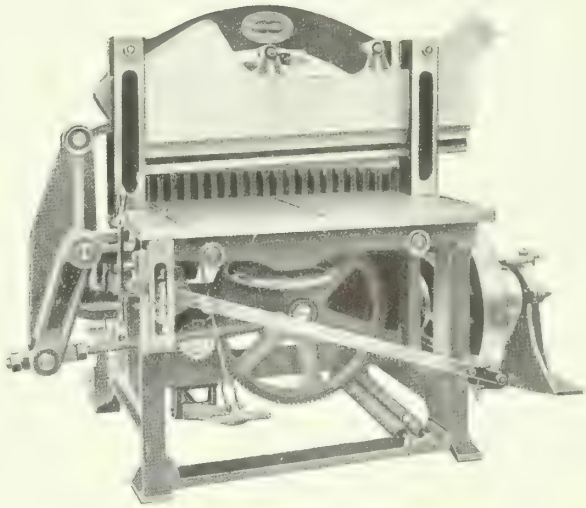
Write us *at once* for English or French descriptive booklet and quotations.

ANGLO-CANADIAN TYPE & PRINTING MACHINERY CO., Ltd., 124 York St., TORONTO

W. GORDON MONTGOMERY, Manager

THE CROSLAND AUTO-CLAMP CUTTER

Will easily give you *thirty perfect cuts a minute*—with minimum use of power.



In the Crosland the old, expensive methods that long have increased your cost of production, are superseded by many *exclusive* and *time-saving features.* Cutting and clamping is performed consecutively and not simultaneously, and much power is economized. The knife does not strike the stock on the level, as is usual, but first comes into contact with one end of the pile to be cut and working gradually through *on the slant* it finishes parallel to the table, having made a good diagonal sweep—thus preventing the shock so common to all cutting machines and eliminating entirely the sudden strain on the belt and motor. The knife has no screws or bolts and can be taken out and replaced in *one minute.*

There are many more distinctive features of the Crosland that you will appreciate and would demand in a cutting machine. Send *to-day* for complete information and quotations.

ANGLO-CANADIAN TYPE & PRINTING MACHINERY CO., Ltd., 124 York St., TORONTO

W. GORDON MONTGOMERY, Manager

Paragon Hard Metal Furniture



Our New Paragon Hard Metal Furniture is almost equal to steel in resistance, to aluminum in lightness and to foundry type in accuracy. It has every advantage of the ordinary labor-saving metal and cast iron furniture without any of the objections to either. Like iron furniture, it will not dent and is not easily bruised. It has drainage holes in all pieces, and cross braces on both sides in pieces 10x10 ems and in all lengths 15 ems and over; these cross braces give it strength and afford easy lifting from forms or case.

Paragon Hard Metal Furniture is not to be confused with certain unsatisfactory light weight furniture heretofore offered printers. It is absolutely reliable and guaranteed to retain its accuracy.

Weighs 50 per cent. Lighter than Ordinary Metal Furniture

PUT UP IN FONTS AS FOLLOWS:

FONT A Contains the same number and sizes of pieces that are contained in a regular 100 pound font of ordinary Metal Furniture. Price **$28.00**

FONT B Contains the same number and sizes of pieces that are contained in a regular 50 pound font of ordinary Metal Furniture. Price **$14.25**

FONT C Contains the same number and sizes of pieces that are contained in a regular 25 pound font of ordinary Metal Furniture. . . . Price **$7.25**

FONT D Contains the same number and sizes of pieces that are contained in a regular 12 pound font of ordinary Metal Furniture. . . . Price **$3.75**

SCHEME FOR FONT A

8 Pieces, each 10 x 10, 10 x 15, 10 x 20, 10 x 25 ems
8 Pieces, each 8 x 8, 8 x 10, 8 x 15, 8 x 20, 8 x 25 ems
8 Pieces, each 6 x 6, 6 x 8, 6 x 10, 6 x 15, 6 x 20, 6 x 25 ems
8 Pieces, each 5 x 5, 5 x 6, 5 x 8, 5 x 10, 5 x 15, 5 x 20, 5 x 25 ems
8 Pieces, each 4 x 4, 4 x 5, 4 x 6, 4 x 8, 4 x 10, 4 x 15, 4 x 20, 4 x 25 ems
8 Pieces, each 3 x 20, 3 x 25 ems
16 Pieces, each 3 x 4, 3 x 5, 3 x 6, 3 x 8, 3 x 10, 3 x 15 ems
16 Pieces, each 2 x 4, 2 x 5, 2 x 6, 2 x 8, 2 x 10, 2 x 15, 2 x 20, 2 x 25 ems

The complete assortment of all sizes put up and carried in stock in four packages marked 1, 2, 3, 4. Fonts of any size made up by taking multiples of these packages. viz:

Font A contains 32 packages — Font B contains 16 packages
Font C contains 8 packages — Font D contains 4 packages

PRICE OF SORTS

Price per 100 pieces. Smaller Quantities at same rate.

SIZE	PRICE	SIZE	PRICE	SIZE	PRICE
2 x 4	$2.30	2 x 8	$3.80	10 x 10	$8.25
3 x 4	2.70	3 x 8	4.20	2 x 15	5.90
4 x 4	3.20	4 x 8	4.30	3 x 15	6.30
2 x 5	2.70	5 x 8	4.70	4 x 15	6.70
3 x 5	3.10	6 x 8	4.90	5 x 15	7.30
4 x 5	3.30	8 x 8	5.70	6 x 15	8.10
5 x 5	3.60	2 x 10	4.40	8 x 15	9.75
2 x 6	3.20	3 x 10	4.80	10 x 15	11.40
3 x 6	3.30	4 x 10	5.00	2 x 20	7.90
4 x 6	3.80	5 x 10	5.40	3 x 20	8.15
5 x 6	3.90	6 x 10	5.70	4 x 20	8.50
6 x 6	4.40	8 x 10	6.30		

SIZE	PRICE
5 x 20	$ 9.60
6 x 20	10.45
8 x 20	12.75
10 x 20	14.20
2 x 25	9.50
3 x 25	9.90
4 x 25	10.40
5 x 25	12.25
6 x 25	13.20
8 x 25	15.40
10 x 25	19.50

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KEYSTONE Type Foundry

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Portsmouth, Ohio, August 3, 1912

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Pack your old material in suitable boxes bearing your name and address outside. Labels will be provided for the purpose upon request. Ship as "scrap lead."

CONDITIONS: There is no limit to the quantity you may return in exchange for credit note for new type, but there are two conditions to be observed: *First*, that this special offer will remain open for two months, from 1st November, 1912, to 31st December, 1912. *Second*, that the order for new Haddon-Caxton type must be at least the equivalent in value of the credit note for old type, etc., and must be sent within one month from receipt of the credit note. Do not mix old type, leads, slugs, stereos, etc. *The various metals must be kept separate.*

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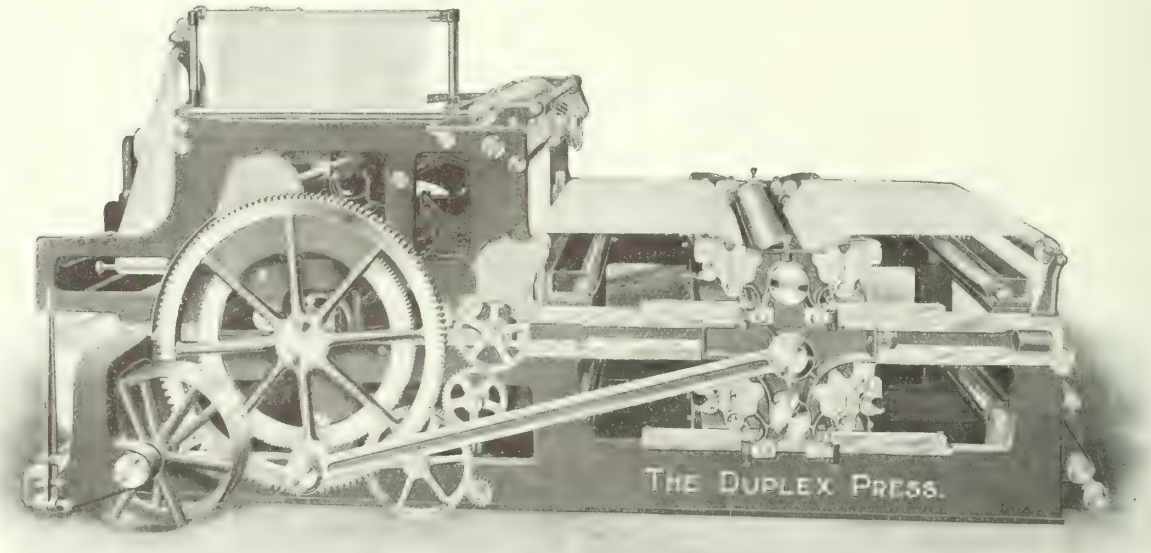
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The PRINTER & PUBLISHER

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF THE PRINTING AND PUBLISHING TRADES OF CANADA

VOL. XXI. **Toronto, November, 1912** NO. 11

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The PRINTERS' SECTION

Office Equipment, the Keeping of Samples and Method of Selling*

By G. H. Saults

Of Saults & Pollard, Winnipeg

UPON being solicited by your chairman to prepare a paper for presentation at this Congress, I decided upon the above subject because this particular branch of our affairs has not received the attention that has been accorded other sections of the multifarious grind that goes to make up the warp and woof of the printing business. The ideas or suggestions to be presented are not offered as being the "last word" on the subject; they are simply the evolution of an effort in our own office to improve old-style conditions. These ideas will be submitted in minute detail, purposely, on the theory that such a presentation of the subject is of more practical value than a grist of generalties, no matter how lofty or appealing they may be.

Before taking up my subject proper, I am tempted to make a few observations. When one considers the great improvement made in printing trade conditions within the past six years, there is every reason why we should be encouraged in the work which we are here to-day engaged in. A tremendous stride forward has been made, both by the employer and employee. Never before in the history of the printing industry in this country has such activity towards progress and improvement existed as has prevailed during the past half dozen years, and to those who are before me who have not hitherto been active in this progressive movement, I trust when this convention adjourns it will be their determination to get in line and march in step with those who are devoting their time, talents and money in this common-sense money-making work.

A PRIDE IN OUR CALLING.

While money-making is the inevitable outcome of co-operative and intelligent action, this is not the only reward. Every follower of the "Art Preservative" should have a pride in his calling—an ambition to elevate it to that plane where it properly belongs. And how about himself? Is it inevitable that he should be a sort of "devil" printer—always smeared with ink and run down at the heel? He shouldn't, of course, but there has been a great number of them in the past. Let our ambition and determination be to so improve conditions that such caricatures of our calling cannot exist, even if they wanted to. How are we to do this? The plan is so simple that the wonder is attention has not been given it long before this. In the first place, what is wanted is an awakening in the need of improvement, the next a disposition to fraternize at friendly meetings, then a desire to take up some of the work, followed by a determination to conduct your affairs along the lines of the new order that has been evolved—the cost-finding plan—in contradistinction to the old method of groping about in the dark, hoping to find your way cut by some stray streak of light that might accidentally break through the beclouded atmosphere of your "shop." The above summary traces the evolution that leads to a new condition.

To those of you who have advanced so far as to fraternize at a friendly meeting—in other words to attend this congress—may I be permitted to enjoin you to take up the work and decide to adopt the new method. To do so will be to make you more manly and your work more dignified and more profitable. The expense is practically nothing. It simply means a change of methods—a new way of doing things. And the new way is surely worth while when one considers that it insures against loss of profit as a fire policy insures against loss by fire. If the fire insurance policy is worth while surely the business policy against loss of profit is of equal or greater importance.

Having created the new condition (theoretically at least) let us now proceed to so arrange our office affairs that we can sell our product in an easy, quick, safely-profitable and business-like manner. I have used the expression "safely-profitable manner" advisedly, because by the method about to be presented the seller is safe-guarded against error or chance to a high degree. Guess-work and off-hand price-making are entirely eliminated. Therefore, both the buyer and seller are protected.

THE FIRST STEP IN THE SYSTEM.

To start with, we had our Board of Trade Price List. Two copies were taken, cut up and pasted into an indexed loose-leaf hand-book, pages about 7x9. Under each initial we pasted everything pertaining thereto—that is, under P were put posters, post cards, pamphlets, padding, presswork, etc. When the price book was all taken care of, we had typewritten copies made on the loose-leaf pages of all special work we were doing, such, for example as theatrical, railroad, clubs, university societies, etc., so this also would be handy for ready reference.

*Address delivered before the Second Canadian Printers' Cost Convention, Montreal, October 24 and 25, 1912.

Co-incident with the preparation of the price list we were busy collecting samples, two or more copies of each job being saved by the shipper and sent to the office. These samples were all classified and placed in the drawers of specially-made cabinets, the cabinets being 4½ feet high by 17 inches wide and each one containing 21 drawers. Each drawer is the width of the cabinet and 1½ inches deep. Any of the office specialty companies can supply them. These cabinet drawers were plainly labelled in the label holders—letterheads, circulars, business cards, calling cards, folders, invitations, tickets, announcements, wedding stationery, cheques, bill heads, programs, etc., etc. In some case we found it desirable to use special drawers for samples of the work of customers who had a great variety of forms—say a theatrical producer or other large user of printing. To keep the samples from becoming soiled and for the purpose of better display, they were pasted in folders made of American pressings with strip of cloth at the back. In the centre was pasted a sheet of tissue. Each drawer will hold a number of these folders, making it possible to display an extensive range of businesses, types, and papers for each class of work. In each folder a price list is pasted. If the work is staple, such as business cards, wedding invitations, etc, the printed list will be used. If the work is special, such as programs, on various kinds of stock and of varying value both in regard to composition and presswork, the selling price by the hundred and additional hundreds is written on the bottom of each sample. By this method, as soon as the customer chooses the kind of program desired, he has simultaneously established the price—not a guess price, but a price that is based on correct value, as it was made from experience and careful consideration. If the estimated price given when the job was first done does not work out profitably, it is corrected and a new price placed on the sample, thereby protecting ourselves against a repetition at an unprofitable job.

CABINETS FOR SHOWING SAMPLES.

When cabinets were secured to hold all kinds of printed samples we also decided to install cabinets for showing samples of stock. These cabinets contain four drawers each, the drawers being 17 inches wide by 10 inches deep. Stiff cardboard dividers were obtained, with projecting ears. These drawers were filled with samples of all the various papers and cardboards carried by the house as regular lines or obtained from the wholesale houses.

To illustrate the method, let us take a drawer containing bond papers. Some 25 sheets of each kind of bond paper obtainable or considered desirable were folded to folio size and inserted upright. Each kind of paper is separated by a cardboard divider, upon the ear of which is labelled the name of the stock. For example, say we have ten or fifteen kinds of bonds, both white and colored. When the drawer is pulled out, there is presented to our gaze a quantity of paper standing on edge, separated by dividers, all of which are plainly labeled—Earnscliffe, Superfine Linen Record, Berkshire Bond, Linen Finish, etc., etc. A sample sheet of a medium quality paper is required. The hand goes to the label—S. & S. C. Book—and extracts a number of folded sheets. Each sheet has pasted on it a small label stating size, weight, price, color and name of dealer. The collection extracted comprises a complete range of this particular line.

A similar scheme is carried out in regard to cardboards, the board being cut to a size to fit the cases. Cover and book papers the same.

Envelopes are taken care of in a specially arranged cabinet 20 inches high by 17 inches wide. The upper portion consists of four compartments, each wide enough to hold a No. 8 envelope comfortably. These compartments run back 17 inches. Each of these four compartments or drawers contain wooden dividers, the division being large enough to hold about fifty envelopes. Each of these fifty envelopes is labeled, showing maker's name, size, quality, etc. On the edge of the compartment is a printed label showing size, maker's number and color. If a medium grade envelope is required, one is extracted, the maker's number noted, and then reference is made to a typewritten price list pasted on a card and inserted in the first compartment of the case. From this price list quotations can be made covering quantities from 500 to 100,000. Immediately under these four compartments made to hold Nos. 7 and 8 envelopes, is a drawer full width of the case. This drawer is also subdivided, and contains all the larger sizes—from 9s to 14s—assorted and priced as in the smaller sizes. Thus we have in a compartment not larger than 20 inches by 17 inches a complete assortment of samples, all numbered and priced, each sample ready itself to answer about every question necessary in making a sale.

PRESERVATION OF PAMPHLETS, BOOKLETS, ETC.

Next our attention was given to the preservation, in convenient form, of pamphlets, booklets, etc. A cabinet was designed to hold four drawers, 21 inches by 4 feet, 4 inches. Each drawer has a partition running lengthwise. On either side of this partition are contained heavy cardboard dividers, with ears, on which are named the classification of the pamphlets inserted, which stand on end. For example, we have divisions of annual reports, auditors' reports, University of Manitoba, Grain Exchange, Board of Trade, real estate booklets, etc. Between each divider these pamphlets are placed, two copies of each. These samples help a new customer to decide upon a style or shape and are also a guide to the foreman in cases where an annual report is in mind, and a copy of the previous year is not sent with the manuscript.

In addition to the cabinets containing printed samples we have display cabinets with swinging leaves. These close up like a book and lock, thereby keeping the samples clean. These cabinets are used for display purposes, showing the general range and character of work done. The leaves are 27 inches and 33 inches, thus making it possible to display a form as large as a full sheet card. They are attached to the wall about five feet from the floor, and as the leaves are swung back and the varying samples displayed one is persuaded that here is a handy and effective method of demonstrating the variety and quantity of the shop's product.

WHEN A BUYER COMES IN.

Having our printed samples all nicely classified and the various lines of stock assorted and tabbed, we are now ready for buyers. One promptly presents himself. A considerable batch of printing is required—letterheads, business cards, billheads, statements and two or three special forms. Let us start with the letterheads. The first move is to produce our collection of printed samples. By going over these

samples we find the style of type preferred and the kind of display wanted—whether the bold strong display or the neat corner card. If not particular about the kind of stock, we suggest a medium grade as shown on one of the samples. If pernickety about the stock, we proceed to the bond paper samples and hand out the full range, dilating upon their qualities as we go over them. We finally find a sheet to suit, and proceed to the next step in the sale, which is most likely the price. This is quickly answered by reference to the price list. And so it goes to the end of the staple jobs. Now we come to a special form 8x11, containing tabular matter and heavy composition. We proceed to make a price on this job by consulting the price list for a letter circular, which allows two hours for composition. The form under consideration will take seven hours to set; therefore all we have to do to determine its value is to add the cost of four hours' time to the letter circular price. All the other elements of the job are taken care of by the letter circular rate—stock, presswork, handling, shipping, etc.

This same method is pursued in regard to a special form 5x8. Note circular price is next used as a basis and additional added for extra composition. Indeed, where the staple jobs are all priced, worked out on a cost-found basis, comparison can almost invariably be made with some one of them when making up the cost of a special form. By selling from a price list or upon a set basis—the basis, for example, upon which your price list is made—the chances of making false prices are practically eliminated. An important thing in connection with selling is to stick out for the right price—not about so and so, but exactly so. For example, if 1,000 letterheads on a 16c paper are worth $5.50, the selling price is always $5.50—not $5.25, $5.00 or any old price that a customer may claim he can get them for. What might otherwise prove a profitable business, often times winds up its year's affairs minus profit by a method of indecision in naming and sticking to the correct price. The number of customers lost through price doesn't amount to 15 or 20 per cent. of the total; therefore, why break down the prices on 80 per cent. of your trade in an effort to hold 20 per cent? Unless there is uniformity and consistency in selling, what advantage is there in the pursuit of efficiency? Capable management, good men, cleverness in arrangement and scheming—in short, all-round efficiency—should have its reward; and it will have its reward if the product is sold on the basis of *average* cost of the community, and if sold not in one case, but in all cases, at the established price therefor. Often times the success of a first class shop is destroyed by the practice of cutting in here and there with a determination to secure certain work irrespective of price consideration. Competitive ill-feeling or hatred is sometimes responsible for this foolhardy action; at other times a conviction that you must have a certain customer on your books prompts you. The first-mentioned reason should be forever dismissed from your business life and methods; the second has caused a great many more failures than successes, so therefore see that it is relegated to the dungeon period to which it originated; it will not stand the bright sunshine of reason.

THINGS TO PROTEST AGAINST.

Having booked these orders for letterheads, business cards, billheads, statements and the two special forms, the next procedure is to ask for as much time as possible, so there will be no disappointment in delivery. This done, and the buyer, not having an open account on your books, is asked what about payment—would he pay now, have it sent over C.O.D., or perhaps he could furnish references that would justify the opening of an account. A notorious weakness of printers is their system—or more properly, lack of system—of credits. A piece of printed matter is worthless except to the party who orders it, therefore the utmost care should be exercised in protecting the printer against loss through bad debts. Apart from the danger of absolute loss through extending credit by timidity or carelessness, have you ever estimated the great advantage of collecting on delivery for practically all transient work? Our experience has demonstrated conclusively that to obtain C.O.D. payment in the majority of cases it is only necessary to ask for it, even from parties who are known to be gilt-edged, but whose affairs do not make it necessary for them to come to a printing office often enough to justify the opening of an account. And as for strangers and itinerant advertising schemers—cash in advance always.

WHERE THE SYSTEM WORKS WELL.

Our next customer wants a menu for a banquet—something nifty—doesn't know just exactly what. Here is where our system works out to a nicety. We have samples from a single card to an elaborate 8-page, deckle-edge, embossed, three-color affair, on various kinds of stock. As the buyer goes through the samples he usually finds something that suits his fancy, and the next question will be in regard to the price. On the back page the price will be marked for fifty and additional fifties, so the price is immediately quoted, care being taken to point to the figures. By this method of selling, the prospective buyer is more thoroughly persuaded that the price quoted is the correct, set price, than he would be if it were made up at the time. If it struck him as high, he would be inclined to think you had made a mistake or were trying to put something over on him. But when he sees the price written on the sample, he reasons that some one else has paid that price, and although it looks high, it must be the correct price. Another advantage is secured by reminding him that there are other cheaper styles—taking pains to lay alongside the high-grade one a cheaper (and, of course, inferior) sample. Your customer is now cornered. If he wants to spend $10 only, he has to decide upon the $10 article—he knows there is no chance of him getting for $10 the $15 one he has chosen. Therefore he either backs up or goes forward on quality—not on price.

A sample of every piece of printing that cannot properly be termed a staple should be classified and placed in a sample drawer, with a selling price marked on it—that is, unless it corresponds exactly with a number of samples already saved and priced. This method will prove a time-saver. Instead of making a price on every odd job that comes in, go to your sample case and get a form that corresponds with it exactly or one that corresponds in all respects save one, say composition. The extra composition is quickly added and a price made, based on the sample. When you are obliged to quote a price and have a sample exactly similar to the customer's requirement, it speaks for itself—both in regard to quality and

price—and it speaks more persuasively than any word of mouth. And if you are charging up an odd form where a price has not been given, reference to samples similar to it are a great help in maintaining a uniformity of rate.

DO NOT NEGLECT THE BUSINESS END.

To summarize, special attention should be paid to office equipment, sampling, selling, charging, invoicing and credits. Care and expenditure has hitherto been centred on the workrooms, to the neglect of the business end. Most of us are pretty good mechanics, but too many of us are poor business men. Therefore let us turn over a new leaf and strengthen this weakness. The most important phase of the needed reform is a uniform selling basis. Let it be the decision of every attendant at this Congress to establish a minimum basis for the various elements that go into the production of a piece of printing—that is, a price per hour for composition, cylinder presswork, platen presswork, bindery work. Let this minimum be based on the information received here from those who have installed cost systems, until such times as your own cost system gives you a different basis, if such should prove the case, and from this basis make up a price list for your work. You know, a price list is the ultimate outcome of all this cost-finding labor. And logically so. There is no sound reason why all staple lines of printing should not be sold at the same price in certain stated districts, say, for example, from Toronto in the West to Montreal in the East, and so on throughout Canada. It is a notable fact that businesses conducted on a printed price list basis of selling are the successful concerns in our industrial and commercial life.

An important item in the product of the printer consists of printed price lists for other people, but it has never seemed to dawn upon him that he should have a price list for himself. As one who has witnessed—not dreamed or imagined—such tremendous benefits from the use of a price list, I can be excused for seeming too enthusiastic in commending this method of selling our product. Here is a bald and unqualified statement: In Winnipeg, where price lists have been in vogue for some six years, every printer who has used these lists in selling his product has made money, and good money, too. Note that I have said every one. In contradiction to these price list printers, we have a number who do not sell their product from a price list. With an exception here and there, these latter are either standing still or going back. Here is an argument and here is an answer. The argument is that the price list system is the successful system, and the answer is that a price list is practicable. The condition described in Winnipeg is true of other Western cities. My theory is to establish a price list based on known costs and sell from that list absolutely regardless of what your competitor may sell for. Try, of course, and persuade him to join with you in selling his product at a profitable price. If you fail in this effort, don't worry about him. He won't do you anything like the harm he will do himself. Your best revenge on the go-it-alone, all-wise fellow is to succeed yourself and to succeed is to know your costs to sell at a profit always and to fraternize and co-operate with all those who are disposed to co-operate and fraternize with you.

The Need of Having Material Handy

The compositor, the pressman, or the bindery-hand is practically a machine for the purposes of scientific operation of any plant. If a machine is not kept well adjusted and oiled, it will run lame and cannot work to its full capacity. If the compositor or the bindery-hand has not got his material handy, and plenty of it, he will "run lame," and the master printer will not get the output. A composing room where these conditions exist will lose a certain amount each year. Let us roughly estimate this loss. Say there are fifty men working, and that each one of them loses half an hour a day in various ways, such as waiting his turn at a proof-press, carrying galleys too long a distance to the stone and back, looking for sorts and quads, waiting at one end of a long passageway beside the frames for a fellow workman to pass through and leave a clear way, etc. That would be twenty-five hours a day, one hundred and fifty hours a week, a total of seven thousand eight hundred hours a year. And at the selling rate of printing this would amount to $9,360 loss for a year, or an amount that would have to be absorbed in non-productive labor, which in turn increases the selling cost of composition per hour.

Besides these conditions in the composing room and the bindery, many others of as serious a nature exist. The master printer gets used to his plant, so much so that he passes over all the weak parts to his plant and never sees them, where the visiting printer would note them at a glance.

In old buildings many of these defects are difficult to straighten out and remedy. The printer who is going to occupy a new building has the advantage of a chance to look ahead and foresee all his requirements and to plan for them and so systematize his plant as to make it an effective money-producer.

Fall Fair Prize List

To the Editor:—

In the last issue appeared an article relative to the advisability of publishing the list of prize winners, at the several county and township fairs, in the several papers in the district, and asking for discussion on the same. I may say that not only do I publish a paper but am also unfortunate enough to be Secretary of a fair. I believe the publishing of the lists is a great imposition on the publishers who have to do it for nothing, while it is only read by a few of those who have exhibited. There is another point. It is practically impossible to have a *strictly correct* list prepared for the press, and the result is that no end of annoyance is caused the secretary and directors in righting the errors, while the Treasurer is also annoyed sometimes. If there were just one fair in a district, and it was a hummer, it would pay the society to have the list published, not so much because it would be read generally, but because of the advertisement. It would show the number of exhibitors, and the widespread interest taken. Cut out the publication of the fair lists unless it is paid for. The papers give enough free advertising for fairs, and the hundred and one other organizations.

Expositor Office, CHAS. F. STONE.
Perth, October 21, 1912.

The Second Canadian Printers Cost Convention at Montreal

Full Report of the Various Proceedings

WITH an attendance of well over two hundred delegates, the second Canadian Printers' Cost Convention was called together in the capacious assembly hall of the Montreal Technical School, on Thursday morning, October 24, at 10.30 o'clock. Seated with the temporary chairman on the platform were His Worship Mayor Lavalee; C. H. Parmelee, King's Printer, Ottawa; W. J. White, one of the directors of the Technical School Board; Charles S. J. Phillips, Montreal; A. Macoomb, Toronto; George H. Saults, Winnipeg; C. R. Corneil, and Charles H. Tice, Montreal.

In a few concise words Chairman Desbarats explained the purpose of the Convention. He referred to the ignorance which still existed among the great mass of printers on the subject of cost and showed how necessary it was for them to come together in such a gathering as the present to study the question. He then called on Mayor Lavalee to extend the civic welcome to the visitors.

His Worship, the Mayor, speaking first in French and afterwards repeating his address in English, extended a cordial welcome to those present, expressing the hope that the convention would be a great success and that they would have an enjoyable time.

The Chairman thanked the Technical School Board for their courtesy in placing the building at the disposal of the Convention and asked W. J. White to speak on behalf of the institution.

Mr. White, in response, expressed regret that Mr. DeSerres, president of the School, was absent from the city. He considered it most appropriate that the convention should be held in the Technical School. In the school the attempt was made to teach boys and girls scientific methods; in the convention, he understood the object was to introduce science into business. He hoped the meeting would be most successful.

A welcome on behalf of the printers and allied trades of Montreal was tendered by C. R. Corneil. He considered that the question must be a momentous one that would gather together men from all parts of the Dominion. He was glad to see present friends from across the border who were so kindly giving their time to help their Canadian brethren. It was also pleasant to find the King's Printer of Canada and several of the provincial King's printers taking an interest in the convention. Mr. Corneil then outlined the history of the cost movement, from its origin in the United States, to the present convention in Montreal. The printing business was still a haphazard proposition. Prices vary considerably and yet each printer claims that he has studied out his costs. The root of the trouble was the absence of practical business training. Most employing printers started as apprentices and became journeymen and foremen before they went into business for themselves. While good practical men, they did not have an opportunity for enjoying a business training. Mr. Corneil believed that if he had to choose as manager a man with practical knowledge but no business training or a man without practical experience but well trained in business, he would pick the latter man every time. The cost system will tend to remedy the defects in a man without business training. It will also enable the printer to deal more fairly with his employees, showing him which ones should be best paid. To know his costs, was also a duty he owed the buying public.

THE KING'S PRINTER.

The chairman next introduced C. H. Parmelee, King's Printer, who was called on to respond to the various addresses of welcome. Mr. Parmelee was in reminiscent mood and spoke of the days years back when he lived in Montreal. He referred in laudatory terms to the progress of the Canadian press, jocularly remarking that on his paper, the Canada Gazette, he was not concerned with increasing circulation, but with keeping it down. So far as the question of costs in printing were concerned, he thought that Canadian printers had been slow in studying them out. He expressed his appreciation of the kind words that had been spoken by the Mayor and other speakers.

The election of permanent officers for the Convention was then proceeded with. On motion of J. B. Lapointe and Travice A. Tod, Mr. Desbarats was elected chairman. On motion of A. Macoomb and J. Fortier, Charles S. J. Phillips was elected vice-chairman. On motion of Eugene Tarte and J. Gervais, Charles H. Tice was elected secretary-treasurer.

The first paper on the programme was delivered by Joseph Bourassa, who read an address in French on "The Cost of Production in Montreal." He was followed by Gain E. D. Corneil, who discussed the same subject in English. His address, which was as follows, was listened to with keen attention.

COST OF PRODUCTION IN MONTREAL.

Prefacing his remarks by saying that to be successful in any work of life, a man must be enthusiastic, he proceeded:

From my first knowledge of the inside of a printing office it has been my desire to obtain a thorough knowledge of all detail in connection with the business but how to arrive at that point was a problem. Fortunately for me other men have done the solving and thinking and I have made every effort to profit by their labor. It has been my good fortune to attend, not only such meetings as have been held in the Dominion but also several cost congresses held in the United States. When I say every detail, I mean the most minute data in connection with the internal management of an office. A printer should be in a position to know the exact output of every press in the building, should know the exact number of hours that our staff has spent on what has to be classified as unchargeable time, such as distribution and office corrections, should be in a position to know the exact number of ems set by both keyboard and casterman, in fact the whole detail as I have said before of the internal working of the office I may here just mention the fact that I had considerable trouble in receiving the consent to install the system in our plant but that now both employer and employee recognize the justice and general merit of the system.

Further on through the deliberations of this congress, the working of the system will be fully exemplified by Mr. Findlay and others, but with your consent I will give you my experience as to its adaptability. About six months previous to its installation in our plant some of our men came down to the office and asked for an advance in their wages. As we did not have records showing us exactly what these men were doing, we had nothing

else to do but to grant their request, but after the system had been running for some time they came again and we asked them if they knew how much work they were doing. They said, "Oh, yes, we are doing so much," but in turning up their records we were in a position to tell them that they were not earning any more than they were getting but would be advanced when they increased their output, without coming to ask for it. I want to tell you gentlemen, that you would be surprised at the difference it made when they knew that their efforts would be recognized. We advise foremen of each department the amount of non-chargeable time they have each month, also the number of impressions on each press, and they are just as anxious at the end of the month to know as we are. The records are also a very valuable asset in the event of a fire, as you are in a position to know exactly the amount of time on uncompleted work.

The cost of running the standard system may have something to do with so few having it installed but when you take into consideration that most every one has some way in which he keeps a record of the time consumed on this work, the additional time required at the end of the month is comparatively speaking very little.

To ascertain the average cost of production in Montreal, we sent through our secretary, letters to about 25 different offices throughout the city some replied giving their figures; others replied that they did not have any idea of what their costs were. This may possibly explain why buyers of printed matter receive tenders with such great differences. It is inconceivable to me how anyone can sell an article when he does not know the original cost.

I may say the figures that we received vary considerably, but they represent as accurately as possible the average cost in the different offices, only seven offices having the standard systems installed. The great differences received may possibly be explained by their not being able to keep track of the unchargeable hours, which as you can readily understand, play a very important part in making up the cost of the chargeable hours.

Hand composition	$1.14 hour
Linotype	$1.49 "
Monotype keyboard and caster	$2.36 "
Job presses	.68 "
Pony cylinder presses	.98 "
Large pony cylinder presses	$1.33 "
Bindery (girls)	.30 "
Bindery forwarders	.68 "
Bindery finishers	.91 "
Folding machine	.96 "
Cutting machine	.97 "
Ruling machine	$1.01 "

OUTPUT:

Monotype	3,325 ems per hour
Job presses (including make ready)	6.71 hour
Pony cylinder presses "	663 "
Large Pony " " "	645 "

Mr. Corneil was asked if in his figure on the number of impressions, the running hours included make-ready. Mr. Corneil replied that they did.

He was asked the rate of wages paid to which he replied, Pressmen, $18 to $20; Feeders, $8 to $12; Girls, $6 to $10; Forwarders $17.

"Is there a printer who can get a thousand an hour out of a cylinder on ordinary mixed work?" was the next question.

"Some can get over and some under; it depends on the machine."

A delegate wanted to know about the estimating end. Should not the estimator know the cost system? Mr. Corneil said this was a little out of line with his paper. A child must creep before it walks and an estimator must know costs before he can estimate.

COST OF PRODUCTION IN NEW YORK.

Charles Paulus, manager of the New York Printers' Board of Trade, gave the convention some recently compiled figures on the cost of work per hour in four New York offices. He prefaced his statement by explaining that wages were considerably higher there, which would account for the increase over the figures quoted for Montreal.

	Hand work per hr.	Effective time. %	Linotypes.	%	Monotypes.	%	Platens.	%	Cylinders.	%
Office A	1.253	.702	1.792	71	2.385	55	.97	29	2.51	62
Office B	1.27	.813	1.99	61	....	..	.90	74.3	2.48	72.3
Office C	1.47	...	2.25	..	....	..	.85	..	2.71	...
Office D	1.36	...	2.21	..	....	..	1.02	33	2.43	58

CO-OPERATION AND ORGANIZATION.

The next speaker was James S. Brierley, manager of the Montreal *Herald,* who dealt with the numerous advantages flowing from co-operative effort. It appeared anomalous to him that, whereas for more than half a century, employees in the printing business had felt the benefit of organization, as soon as they became employers themselves they gave up the idea. As employing printers they did not see until quite recently any common ground for meeting. They were suspicious of each other and were accustomed to speak disparagingly of competitors and their work. Then came a strange rumor from the south that some printers across the line had actually found common ground. The board of trade movement started and then came the cost conventions. Printers got together and found that they weren't such bad fellows and that it wasn't necessary for each one to try to get all the business, but what did matter was better prices. In the quest of costs, printers have found an important question to settle. It has tended to modify but not eliminate competition.

Speaking of permanent organization, Mr. Brierley advocated a national rather than an international body. While he recognized the great service which had been rendered by American printers, he was convinced that it would be advisable to organize along strictly national lines.

ADVENT OF THE MERCHANT PRINTER.

Atwell Fleming of Toronto, who was the next speaker, began by reading a paper, but broke off after he had covered a few pages and launched into a direct personal appeal, which delighted his hearers.

Continuing, Mr. Fleming said that what was very strongly emphasized throughout all the proceedings was "Cost." Carlyle once said, "Know thy work." He would change this, "Know thy costs—and charge accordingly." Changes were occurring with great rapidity in the printing business. He recalled that eleven years ago he had come to Montreal to help out the local printers. In those days they didn't talk costs. They had rules of thumb to go by and he thought his own rule of thumb was the king pin of them all. It was something like this:—add 25 per cent. to the cost of paper, put fifty per cent. to the cost in the composing room (it was the actual time spent by the compositor on the job and did not include distribution), take three times the cost in the press room, three times the cost in the bindery and twenty-five per cent. on material; after that aim to get just a little more. Such a procedure was certainly not in line with the idea of a merchant printer.

It was largely a case of getting the work and finding out the cost afterward. He recalled an employer who figured 60 cents a thousand for composition. He

said to him, "You know 60 cents doesn't pay, why don't you charge 65 cents?" To this the printer replied, "If I estimate on 65 cents, I lose the job." Just this fear of losing the job, has made it impossible for any printer in Toronto to retire on a competency. The printing business is a good business and it should be so adjusted as to make it possible for a man to make a competency out of it.

Another situation which printers have to face is the increasing cost of labor. Years ago it was possible to take chances in estimating on this element. Paper was worth twice as much as it is now, but labor was much lower. To-day it is the other way round. Estimators figure such and such a cost, basing it on the experience of five and ten years ago, and when the cost sheets come along, they are paralyzed by what they find. It is no joke to say that troubles just commence when one puts in a cost system. Personally, Mr. Fleming said, he was humiliated to think of the lack of knowledge he used to have. Putting in a cost system, though he at first opposed it, has been a big eye-opener to him.

The speaker referred to a job which he had been accustomed to print. Last year he did it for $38. This year he told the customer that he could not do it so cheaply. The customer demurred, but told him to go ahead and figure out his cost afterwards. He found that the cost was considerably higher and sent him a bill for $65. The customer was thunderstruck and finally they had to compromise on $48. Now Mr. Fleming was faced with this situation: He must have backbone enough to refuse the job next year unless he can get $65 for it. The trouble was that printers have a mania for taking in jobs, whether they pay or not.

Where the human element enters, costs are going up tremendously, because the same results are not being accomplished. The dead line is being lowered and printers must consider this in their estimating.

Again printers must wake up to the fact that other institutions are getting in and doing the merchandising, which they should do themselves. The printer is doing the job for the engraver or the designer and not for the consumer. This must be stopped, even if it be necessary to employ one's own designer. Besides this, too, many printers encourage their customers to buy their own paper.

Finally, to make money, the printer must charge $1.30 an hour for composition; $1.65 for cylinder presses, larger than 25 x 38; $1.50 for smaller cylinders; 85 cents for jobbers; $1.00 for universals. The job must come up to these specifications.

Adjournment took place at one o'clock and a buffet luncheon was served in the building.

Afternoon Session

The meeting was called together for the afternoon session at 2.30. The first item of business was the drafting of a Resolution Committee, which was named by the chair, as follows:—George H. Saults, Winnipeg (chairman); Atwell Fleming, Toronto; T. J. Moore, Quebec; S. J. Frenette, St. Hyacinthe; J. Clyde Oswald, New York; W. A. Monaghan, Halifax; E. Daoust, Montreal; C. R. Corneil, Montreal; Eugene Tarte, Montreal; W. S. Campbell, Montreal; F. M. Kimbark, Toronto; R. A. Godson, Macleod; E. J. Page, Sherbrooke.

TRADE SCHOOLS.

Charles S. J. Phillips, Montreal, next delivered an address on "Trade Schools," a subject in which he has long taken a deep interest.

I am to talk to you to-day on trade schools, not technical schools; the former are practical, the latter to a large extent theoretical. The trade school is intended to be the beginning of life. One has said, "A school should not be a preparation; a school should be life—any college that does not teach its pupils to work at practical, useful tasks, is a make-believe, and every college student knows it."

The history of trade schools, is as old as time, we read in the good book of "One, who was an instructor of every artificer in brass and iron"—We have heard of the guilds, that were associations which grew up and flourished chiefly among the commercial and industrial classes during the middle ages. They were determined by the economical, social, and political conditions prevalent during those times—Then as men got more freedom and knowledge spread, the apprentice-ship system was more general so that in England, France, and Germany, indentured apprentices were quite common, the parent or guardian paying quite a sum for their instruction. This has in a great measure, we may say, entirely passed away and nothing has been put in its place.

We now propose to supply this by instituting more generally, trade schools—We may call it specialized education if you will. The school will eliminate all the drudgery and disagreeable things that do not belong to the learning of the trade.

The trade school must be bright and cheerful, equipped with up-to-date machinery and appliances and have men, or women, as instructors who love their work "for work is only done well, when it is done with a will."

The purpose of the school should be, and must be, the encouragement to develop skill and diligence on the part of the instructed.

"With industrial or trade schools the state can best uplift and enrich its people can approach nearest to placing every person in the occupation for which he is best fitted, and nearest to leading him there into that development of his faculties which yields, for himself and for all others, the largest results possible from him in wealth and well being. Undoubtedly it is in manual training, with other forms of industrial education, that society's chief hope of better things is to be realized.

"The first character of a good and wise man at his work is to know that he knows very little," a good school well equipped and manned will be the one to inculcate this truth.

When a lad graduates from a good trade school, he will have a knowledge which is not found in an ordinary workman. A lad, yes (or a girl), going into such a school should have at least a plain common school education; a good knowledge of reading, writing and arithmetic. I think I have said enough to show that such a school will be for the real welfare of the craft. The Government of the province or even of the city should help to maintain it; we have I am happy to say in the province, a premier who is fully alive to the importance and great need of such education. The building we are now in is an example of what is to be done for industrial education in this city and province, in providing for those who lack opportunity of learning a trade or industry.

The relation of the trade school to the trade or industry should be one of reciprocity, it must go hand in hand with the trade itself. The craft or industry should agree to take the graduates as improvers or apprentices, paying them the wage they are worth.

May I conclude this paper by urging you to interest yourselves in this great work, and further the instituting of industrial schools.

I am glad to say that besides our own good city Toronto, Hamilton, and other places are doing grand service in this line.

Boston, New York, Philadelphia, Winona, Ind., and other cities have successful printers schools, turning out capable men.

An intermission of half an hour now took place, during which the delegates were conducted through the various departments of the Technical School. A splendid opportunity was afforded the visitors to view the classes at their work in machine shop, carpenter shop, foundry, electrical engineering shop, etc. Most favorable comments were heard on all

sides on the splendid equipment of the school and the excellent character of the instruction given.

WHAT ORGANIZATION HAS DONE.

On reassembling in the convention hall, John M. Imrie, *Printer and Publisher,* Toronto, reviewed in detail what organization and the cost system have done and have yet to do for the printing trade of Canada. He said in part:

The task that has been set for me by the committee in charge of the programme for this convention is no small one. During the short period of 20 or 30 minutes I am expected to conduct you from Victoria to Halifax and acquaint you with what organization and the cost system have done and have yet to do for the printing trade of these and intervening cities and districts. To facilitate this work I have prepared a series of tables showing the distribution of Canadian printing plants by classes, provinces and communities; the nature and strength of organization in various cities and districts; the distribution of the printplants that are now using cost systems; and the cost per hour for various classes of work that has been revealed through these systems. These tables, with other information that I will give, will enable you to grasp the situation throughout Canada, generally and conduce to a more intelligent discussion of the question of permanent organization this evening. These tables and this information will impress upon you the need of more aggressive organization and cost educational work than has hitherto been undertaken and that under a broad comprehensive and Dominion-wide plan.

You will notice that I linked organization and cost educational work together and that these two features of beneficent effort are linked together in the subject of my talk. This is rightly so, for organization has made possible the cost educational work that has already been done through Canada and only through organization can this work be continued and extended as it should be. This will be made quite clear by the tables I have prepared, for I know of only 4 printing plants in Canada that are not represented in an organization or are not located in cities in which organizations are working, yet have adequate cost systems.

Table A shows the number of commercial printing and publishing plants throughout Canada (exclusive of private plants) and their distribution by provinces and classes.

TABLE A.

Province.	Job Offices.	Dailies with Job Dept.	Dailies without Job Dept.	Weeklies With Job Dept.	Specials with Job Dept.	Total.
British Columbia	68	11	4	62	4	149
Alberta	34	8	2	90	5	139
Saskatchewan	14	9		165	3	191
Manitoba	47	5	2	75	11	140
Ontario	226	41	13	347	23	650
Quebec	242	12	5	50	7	316
New Brunswick	20	6	1	23	4	54
Nova Scotia	21	5	5	39	3	73
Prince Edward Island	5	1	2	5		13
Total	677	98	34	856	60	1725

You will see from Table A that there are 1725 commercial printing or publishing plants throughout Canada. This number does not include private plants, but only those that are selling printing or advertising to the public of their respective communities or Canada generally. You will notice that only 677 of these 1725 plants are purely job offices, the remaining 1048 being combined newspaper and job offices. This is a natural situation in view of the fact that Canada is a young country. There are 132 daily newspapers in Canada and of these 98 have job departments. The classification "weeklies" includes semi and tri-weeklies, but excludes all special publications including only those which are commonly understood as belonging to the rural press.

Table B shows nature and strength of organization in such of the 30 cities having 5 or more plants as have any form of local organization; also the number of plants in these cities using Standard Uniform Cost Finding System .

TABLE B.

CITY	Nature of Organization.	When Organized in Present Form.	Total No. of Job Offices.	No. in organization.	Percentage of total plants in organization.	No. using Cost System.
Victoria	U.T.A.	1912	11	8	73	8
Vancouver	B.ofT.	1904	50	46	92	20
	U.T.A.	1911		14	28	
New Westminster			7			
Calgary	M.P.A.	1912	18	15	83	7
Edmonton	M.P.A.	1906	16	13	81	12
	U.T.A.	1912		10	63	
Lethbridge	B.ofT.	1911	5	5	100	
Regina	B.ofT.	1911	8	8	100	3
Saskatoon	B.ofT.	1912	8	5	62	2
Brandon			6			
Winnipeg	B.ofT.	1905	52	20	38	5
	U.T.A.	1904		14	27	
Toronto	M.P.A.		145	30	20	10
	B.ofT.	1907		21	15	
Ottawa	M.P.A.	1912	16	6	37	8
Hamilton	M.P.A.	1911	23	18	78	3
Brantford			8			1
London			13			2
Berlin			7			1
Owen Sound		1909	5	5	100	
St. Thomas			6			
St. Catharines			5			
Stratford			5			
Montreal	B.ofT.	1907	210	22	11	7
Quebec			15			
St. Hyacinthe			5			
Fredericton			5			
St. John			15			
Moncton			5			
Halifax			17			
Yarmouth			5			
Charlottetown			8			
Total			699	210x		

xTotal of this column is 260, but because of duplication in the four cities having two forms of organization the figures given —210—is the number of actual plants represented in the membership of the organization in these cities.

Explanation of abbreviations:—
M.P.A., Master Printers' Association;
B. of T., Board of Trade;
P.A.—Press Association.

58 per cent of the printing plants of Canada are located in villages, towns and small cities. There are only 30 places in which are 5 or more plants and in these 30 places are 772 of the 1725 plants in Canada. Of these 699 are job or combined job and newspaper plants.

In only 13 of these 30 cities is there any kind of organization. The organizations in these 13 cities include in their membership 210 of the 567 job or combined newspaper and job plants in these cities or 37 per cent.

Three types of organization are at work in these 13 cities. Local branches of the United Typothetae of America are at work in Victoria, Vancouver, Edmonton, Lethbridge and Winnipeg and include in their membership 51 of the 134 plants in these cities. 37 of these 51 plants are members of their local Boards of Trade also. The Boards of Trade differ from the local Typothetae principally in that they are complete and segregated and include in their work the registration and protection of prices on work tendered on by members. There are Boards of Trade in 7 cities and they include in their membership 127 of the 478 plants in these cities. The Vancouver Board has members in several outlying towns and cities also.

The Board of Trade and local Typothetae with which the Lethbridge offices are connected are called the Southern Alberta Board of Trade and the South Alberta Typothetae respectively. Both organizations include in their membership the same 11 plants, of which 6 are located outside of Lethbridge.

The various Master Printers' Associations throughout Canada are independent of each other and with the exception of those

to Education their work is educational. The association in the cities mentioned include in their work the registration and protection of prices.

You will note that the organizations in Lethbridge, Regina and Owen Sound are 100 per cent. strong. The strength of the Vancouver Board of Trade is even more remarkable because of the larger number of plants in that city. 46 of these 50 plants are members of the Board.

It is significant that cities in which there is some form of active organization are those in which there are cost systems also. Vancouver, the city which makes the best showing from an organization standpoint, has the largest number of cost system users. Most of the eastern cities in which there is no form of organization have no cost system users.

Table C showing the number of commercial printing and publishing plants throughout Canada that are located in villages, towns, and cities not included in Table B, and their distribution by classes and provinces.

TABLE C.

Province.	Job Offices.	Offices with Job Dept.	Offices Without Job Dept.	Weeklies with Job Dept.	Specials with Job Dept.	Total.
British Columbia	9	7		62		78
Alberta	7	2		90		99
Saskatchewan	8	2		167	1	178
Manitoba	6	2		75	1	84
Ontario	27	31		343	3	404
Quebec	33	1	1	46		81
New Brunswick	4			21	1	26
Nova Scotia	8	3	3	35		49
Prince Edward Island	1			3		4
Total	103	48	4	842	6	1003

Table "C" shows the distribution by classes and provinces of the 1003 plants that are located in villages, towns and small cities containing less than five plants. You will notice that only 103 purely job offices are located outside of the 30 cities listed on Table B. The remaining 900 plants are combined newspaper and job offices. Most of these offices and the combined newspaper and job offices located in the 30 cities listed in Table B are represented in the membership of the various press associations throughout Canada.

There are four interprovincial press associations. The names of these associations and the approximate number of members and the plants they represent are:

Maritime Press Association	90	45
Western Canada Press Association	160	125
Alberta and Eastern British Columbia Press Association	90	79
Canadian Press Association	780	550

All members of the Western Canada and Alberta and Eastern British Columbia Press Associations and about 15 members of the Maritime Press Association are members of the Canadian Press Association also.

Membership in these interprovincial organizations is confined to proprietors of newspapers or combined newspaper and job offices. But within these organizations and organized in most cases by their officers are about 15 county or district associations and in most of these the country job offices as well as the combined newspaper and job offices are represented.

Many of these press associations have done valuable cost educational work.

The Western Canada Press Association, the Alberta and Eastern British Columbia Press Association and a number of the country and district press associations have issued selling price lists of printing that have done much to educate their members and the customers of their members to what are fair prices.

The Canadian Press Association, of which I have the honor to be secretary, has conducted about 25 district cost conferences during the past six years. These have been held at points so far distant east and west respectively as Truro in Nova Scotia and Nelson in British Columbia. It has been my privilege to participate in each of these conferences and at about one half of them I have had the able assistance of Hal. B. Donly of Simcoe, whose self sacrificing work to help cost conditions in office of this character should be an inspiring example to others.

These cost conferences have led to the installation of cost systems in over 100 plants of this character. The beneficent results of these installations and of the cost educational work generally are working like leaven among printers of this section of the trade. The Canadian Press Association has issued recently an average cost price list of job work based on conditions in the villages, towns and small cities of Eastern Canada. Over 800 copies of this price list have been issued, a copy having been mailed to every combine newspaper and job plant in the villages, towns and small cities east of Lake Superior.

TABLE D.

Nature of Work	Victoria.	Vancouver.	Calgary.	Regina.	Winnipeg.	Toronto.	Brantford.	Montreal.
Hand Comp.	$1.52	$1.40	$1.50	$1.65	$ .93	$1.11	$ .90	$1.14
Linotype	1.82	1 67	2.40	2.25		1.39	1.25	1.59
Job Press	1.15	.75	1.00	.65	.57	.68	.87	.68
Pony Cylinder	1 25	1.66	(1.50	)	1.48	(1.30		.98
Large Cyl'der	2.40)		(2.25	2.28)		(1.50	1.50	1.33
Girls' Hd Wk	.13	.10	.50	.50		.32	.30	.30
Forwarders	1.66	.79	1.40			.75		.68
Finishers	1 66	.79	1.40			.78		.91
Folding Mach.	1.30	.85	.80			1.05	.90	.96
Ruling Mach.	1.65	1.10	1.25			1.00	1.00	1.01
Cutting Mach.	.99	1.30	1.25			.88	.80	.97

The figures in Table D were supplied by local correspondents, yet I do not hesitate to say that in many cases they are inaccurate. In some cases they are based on records for two or three months only; in other cases the trouble is due to mistake in the installation and operation of the cost system. I mention this fact and draw your special attention to the wide differences in cost in cities in which conditions are similar in order to emphasize the need of cost experts to accurately instal cost systems and instruct printers in the matter of their proper operation. This need as I will afterward demonstrate can be met through better organization only.

Mr. Imrie then referred to other benefits of organization and the cost system, particularly the benefit of their effect on the printer himself. He showed how they were making of him a better business man—a man who enjoyed his own confidence and respect and the confidence and respect of others. Then he touched upon what organization and the cost system have yet to do, and said:

But if organization and the cost system have done much for the printing trade of Canada, much more remains to be done. Table B made it clear that while 13 Canadian cities have some form of organization only 210 of the 699 plants in these 13 cities are members of the local organization. If organization is beneficial for these 210 plants would not some form of organization be beneficial for the other 489 also? And if organization has improved conditions in these 13 cities would not some form of organization improve conditions in the other 17 cities that have 5 or more plants? That it would, is evinced by a comparison of conditions in unorganized cities with conditions in some cities that are organized and by the statements made by correspondents in some of these unorganized cities in reply to my request for information. One printer after reporting the absence of organization and cost systems says "Job printing conditions in this city are in bad condition. This is the home of the original price-cutting printer and he has many relatives. They never die. Sometimes they move, but another cheap John succeeds them." Another printer says "This report will show you that conditions in this city are about as unsatisfactory as they possibly could be."

The combined weekly newspaper and job plants of villages, towns and small cities are co-operating more generally than are the printers of the larger cities as a whole but even in this section of the trade there is room for improvement.

Then in the matter of cost systems only 200 of the 1,725 plants in Canada are using the Standard Cost Systems, but if it is good for them, and it is, would it not be good for the other 1,525 plants also?

Mr. Imrie said the chief reason for this lack of organization in the other seventeen cities was the lack of a strong federal organization under whose

auspices efficient local organization could be effected. He characterized the need of such an organization as the great need of the printing trade of Canada to-day. He said this need could be met through the establishment of a Canadian Association of Master Printers or affiliation with the United Typothetæ of America. He reviewed the relative advantages of both methods of organization and on the grounds of economy and efficiency strongly advocted affiliation with the United Typothetae of America until such time at least as a Canadian Association of Master printers was practicable. In this connection and in conclusion he said:

Perhaps there are some in this audience who feel their local organization is strong and all-sufficient for their needs. I ask such to remember this is not so with all organizations and particularly is it not so in the many unorganized cities. Who is to father organization and cost education work in the unorganized cities of Canada if not those who are now experiencing its benefits in other cities? Gentlemen of this cost convention, I remind you of the obligation of the strong to bear the burdens of the weak. And in harmony with that principle, I make the assertion that the measure of the strength of an organization and of the benefits its members have received through its work and the cost system is the measure of responsibility of that organization and of its members to carry the message of organization and the cost system to others. It is my sincere hope that before this convention adjourns action will be taken that will result in a complete discharge of this obligation and speed the completion of the great and beneficent work organization and the cost system have yet to do for the printing trade of Canada.

RECOMMENDATIONS OF THE COST COMMISSION.

Chester B. Ames, secretary of the Graphic Arts Printers Board of Trade, Toronto, presented the Report of the Cost Convention, which was appointed at the convention held in Toronto last February.

Whereas the last Canadian Cost Congress appointed an executive commission to study the question of a permanent organization and to report its findings to the convention. ,

It is the opinion of this commission that while a strictly Canadian organization is desirable, at the same time, it is not practical at this date, owing to the expenses involved, our lack of trained cost experts, and the inability of any of our influential members to devote most of their personal time which such an organization would require in the first two or three years of its existence. Your commission therefore recommends to this convention that the following resolutions be adopted:

RESOLVED—That under the conditions existing in Canada to-day, the welfare of the printing trade will be furthered by affiliation with the United Typothetae of America.

That a cost commission of seventeen be elected to confer with the executive committee of the United Typothetae of America, and to bring about this affiliation at the earliest possible moment, bearing in mind the following essential conditions:

That the Canadian printers and organizations shall affiliate with the United Typothetae of America until such a time as a National Canadian Organization be deemed advisable.

That Canada be represented on the executive board of the United Typothetae of America at all times by at least one member.

That Canada shall continue its present National Cost Convention under its own expense, and perfect whatever kind of an organization is essential to this end.

Your commission further advise that the new cost commission be empowered to solicit subscriptions for any necessary expenses in connection with their work, and that this commission have full charge of the next Canadian Cost Convention.

R. A. Godson, seconded by F. M. Kimbark, moved that the report be accepted, and a vote was about to be taken when John M. Imrie suggested that in view of the importance of the subject, a full discussion should take place.

A member asked what benefits would be derived from affiliation with the U. T. A.

G. H. Saults, Winnipeg, pointed out that the U. T. A. was concerned with the printing trade, it had back of it the experience of 25 years and was strongly organized. It was impracticable at present to form a Canadian Association at all commensurate with the U. T. A., and he did not see the need for burdening themselves just yet with such an expense. The U. T. A. was not national in its tone, but would like to have the trade in Canada move forward with the trade in the United States.

John Clyde Oswald, editor of the *American Printer,* stated that he had been associated with the U. T. A. for eighteen years. So far as the expense of joining it was concerned, that was not heavy. With a payroll of $80 a week or less, a printer would contribute 50 cents a month. Above that it was ¼ of 1 per cent. of the payroll. When the organization was formed in 1887, it was named United Typothetae of America, in order to include Canadian members. The headquarters were in Chicago, where a secretary and assistant secretaries looked after the work. The organization was divided into sections for different needs, and in the event of affiliation the services of these departments would be at the disposal of Canadian members.

Chester B. Ames pointed out that the resolution left it open to form a Canadian organization, when the time warranted it.

Several members expressed themselves as heartily in favor of the proposal. However, in view of the lateness of the hour, the fact that the meeting had thinned out, and in order to give members an opportunity to consider the resolution more thoroughly, it was decided to hold over the discussion until Friday, whereupon the meeting adjourned.

Thursday Evening Session

The convention reassembled at 8.30 with Vice-Chairman C. S. J. Phillips in the chair. The first item on the programme was the reading of a paper by Thomas V. Bell, Montreal, on "The Binding of Blank Books."

After referring briefly to the early history of bookbinding and pointing out that the loose leaf system was a very ancient system of accounting and not a modern discovery, he proceeded to address his remarks to the owners of small establishments. "The big fellows have all found the absolute necessity of reliable cost systems," said Mr. Bell, "otherwise they wouldn't be amongst the big fellows."

A very common fallacy, that exists amongst the smaller employing printers and bookbinders is, that the very fact that their establishments are small, makes their expenses less, and enables them to do work at a lower rate. This is absolutely wrong, the smaller the establishment, the greater the expense. To begin with, the smaller the staff the smaller the equipment, the less you are able to grade your work with a view to economical cost. With a limited outfit of machinery lots of operations are performed by hand that in the larger houses, are done quickly, and effectively by mechanical process ,and if we take the smallest places of all, we find the highest paid man in the shop, be he the owner, or employee, performing all sorts of duties, and jobs, that in a large establishment, would be done by boys. A conservative estimate on the cost of work as produced in those small places, judged by a fair wage and profit standard, would show from 25 to 50 per cent. higher than in fully equipped establishments run under average efficient management.

The difference in prices charged by a small firm, and those charged by a larger one is generally caused by the little fellow charging what he thinks the job is worth, and by the other fellow charging what he knows the job is worth.

Another serious evil to which we are all more or less guilty, is a willingness to take on orders at less than quoted price, accepting a customers declaration that the other fellow is quoting, or has done the work in the past, for such, and such a price. If your estimate figures tell you, that you have quoted a fair and

reasonable price for a certain job, you should in common honesty to yourself, remain fair to your own judgment without regard to what another man's price may be.

Circumstances alter cases, and there are occasions when it may be necessary and fair, both to the customer, and to yourself to revise a price, but these are not the instances of which I speak, but of those where a sharp buyer will take advantage of your natural eagerness to secure business by using some more or less shady tactics to beat you down in price, and probably if that buyer's opinion were only known, he would have a very poor one, of the bookbinder who will fall for such tricks.

Mr. Bell gave some illuminating instances showing the value of knowing one's costs and then went on to give some consideration to the cost of making a blank book.

I have had frequent opportunity of examining the way the other fellow does it, and have come to the conclusion that there are a large number of people who, when making up their estimates try to eliminate as many of the minor costs as possible. Such vulgar fractions as thread and bands, paste and glue, end papers, labels and gold, are summarily dismissed under a nominal charge headed Sundries, which would not be so bad, if this much abused item had only been credited with a sufficiently fair amount.

Let us try an example for the sake of illustration, taking for the purpose a medium ledger of 500 pages, bound ½ rough goat, cloth sides, spring back, paged and titled on back and side.

My ruling charge I make a separate item, as I figure my cost in this department by annual results, made up of labor, which of course includes the feeder, pens, inks, flannels, miscellaneous supplies and repairs, and not forgetting a charge for spoiled work. The selling price of ruling to-day, to yield a reasonable profit cannot be less than $1.20 per machine hour for the work of a skilled journeyman, on ordinary short runs. On long runs this price might be shaded a little, but not much. Now we come to our detail of cost. Incidentally, when we allude to costs there is only one way to have your employees, do their part of the system. Each and every employee must account in full for the time for which he has been paid. It is not sufficient that he shall mark that such and such a job took so many hours. He should account for his full time by job numbers, the charging of totals against all jobs, must be the duty of a member of the office staff.

Labor:—		
Order and ready	10c	
Make up and sew	15c	
Cutting book ¼ hour	9½c	
Cutting stock 1-3 in.	13c	
Marbling 40 min.	25c	
Forwarding 2 hours	76c	
Paging ¼ hour	4c	
Cleaning and rolling ¼ hour	09½c	
2 back titles 2-3 hours	25c	
1 stamped side ½ hour	19c	
Pack and ship	5c	
	$2.11	
10 per cent. error	.21	$2.32
Material:—		
Thread and bands	03	
Paste and glue	04	
Boards	10	
2½ feet rf goat	38	
¼ yd cts.	05	
Linings	10	
Spring back	02	
Title leather	05	
Gold	07	
Packing material	01	
Marbling material	02	
	87c	.87
		$3.19
Overhead expense 50 per cent		$1.60
		$4.79
Stock 10 lbs. at 15c.	1.50	
10 per cent. advance for handling	15	
	1.65	
Ruling 3 hrs. at $1.00	3.00	

Summary:—

Stock	1.65
Ruling	3.00
Binding	4.79
Actual cost	9.44
Plus profit 25 per cent.	2.36
	$11.80

In checking over my figures you may think some of the items a trifle high, marbling, for example, at 40 minutes. If the marbler has a fair batch, it will not take this time, but taking the average cost, and allotting a fair proportion for the mixing of color and size. I do not think the item is too high. I also notice that I have omitted a charge for marble paper and joints for the ends, but I will allow the other items to carry this small burden. In the matter of percentage to cover overhead charges, there is apparently no standard rule, so I have tried to strike a fair average, taken from the different establishments that have come under my notice.

Special attention should be given to see that correct amount of Mill board and leather are charged against the job. It is a common practice for some binders to weigh the trimmed boards, and charge by this result, instead of calculating by the number of units that can be cut from a sheet of board. The same binder will charge a piece of leather 12 x 12 as one foot, whereas the only correct way is the number of units than can be cut from a whole skin or hide. Thus in a 20 foot side of leather, 16 pieces 12 x 22 would probably be good cutting, and if the leather was from a small skin of say 7 or 8 feet, you would be lucky to get four pieces. It can therefore be seen that the leather lost in these cases, would be 1¼ feet, and 2 feet respectively, according to the size of the skin.

A good careful stock cutter, is a valuable adjunct to any bindery, and a careless one will prove a source of loss and trouble, therefore exercise great care when selecting one.

Another factor in the economical production of blank books, is the careful laying out of the plant, tending to the least amount of travel and handling of the work.

Try to avoid as far as possible in the placing of your benches, and machines, the necessity for the work to double back in its tracks. A little forethought in this direction, will save a whole lot of wasted time and labor in the course of a year. From rulers to sewers, sewers to forwarders, forwarders to finishers and so on, let the journey of a blank book be as productive as possible.

THE BINDING OF PAMPHLETS.

Mr. Bell was followed by J. H. Johnston, superintendent of the Gazette bindery, Montreal, who dealt with the binding of pamphlets. Pamphlet binding included anything from common almanacs, made up on cheap No. 3 print, to high-class booklets printed in several colors on highly finished coated stock or deckle edge paper. Between the two extremes there were many different grades of work and the organization and training of a staff, principally of girls, was one of the most difficult questions that had to be faced.

The binding of pamphlets at one time merely consisted of a raw-hide string tied around a roll of parchment and this particular style of binding lasted until some smart fellow hit upon the idea of tying the string through the parchment instead of around it, and thus from one step to another the good work progressed until there is no comparison with the pamphlet binding of to-day and that which our ancestors did, except in one or two particulars. Strive as we may towards artistic effects, we still produce books with rough or deckled edges and we still use a cord or string to keep the leaves together except that our raw hide string has given place to a silk cord or thread, thus showing that the foundation principle was a good one and that we have improved the method but without changing the principle. The placing of a cover on the book itself was a natural evolution and it is surprising to find how everybody has gone at that cover and printed it, embossed it, made fancy folds in it, turned up one corner, put a flap on it, cut holes in it, stuck a picture or a photograph on it, until from merely being something to keep the inside of the book clean, it has become of as much importance as the book itself. This cover fever keeps our supply house busy bringing out new designs in cover stock and our ink houses busy mixing new shades of ink to blend with the new cover, until every printing office keeps a regular library of cover designs and ink shades.

A great deal of this binding was, at one time, sent to be bound up, but the average printer is now fairly well able to handle his own work on the premises, saving considerable time and money and having the supervision of this work under his own eyes.

The scarcity of experienced bindery help in this country has resulted in our not only having to pay a high rate of wages but has forced the installation of more or less complicated machinery to handle the large volume of business offered, and this class of binding has become in our larger establishments mainly a matter of equipment, representing a very large outlay of capital, a steady expenditure for upkeep, and involving close supervision to produce the best results for the investment. Large orders and many of them are highly necessary in such an establishment to keep the plant in motion, otherwise the interest and overhead expenses would very quickly place the concern in a very serious position. Folding machines with automatic feeders, gathering and covering machines, batteries of wire stitchers, bundling presses, smashing machines, book trimmers, cutting machines and a host of less important machinery now do the work where hundreds of girls were formerly employed.

It should be thoroughly understood, however, that although the output is greater and the cost of production is brought down to a minimum, the reduction does not always amount to what the average layman imagines it to be ,and this can be explained by the cost of operation and, in some cases, by the difficulty of keeping some of these machines fully occupied. Without this equipment the handling of large orders proves to be a task far beyond the average printer and it is a wise precaution for smaller establishments before accepting such an order to be sure they have the proper equipment to handle it, otherwise they are sure to get themselves into serious difficulties.

The machinery should be installed with regard to the different operations necessary to binding and care should be exercised to lay out the bindery in such manner that the work is kept traveling in one direction as much as possible in order to save time in handling. Provision should be made to not only keep the machinery clean and in a state of efficiency, but the whole bindery should be kept neat and tidy, a place for everything and everything in its place. The influence of a clean, sanitary work-room should not be lost sight of; the difficulty of keeping help is considerably lessened and the work will be greatly influenced by the circumstances under which it is produced.

Pamphlet binding should be handled with the idea that no job is too cheap or too common not to be done right, the old idea of paying the greatest attention to the composition and presswork has now given place to a careful supervision of all the details that go toward making up a well balanced book, margins carefully considered, wire stitchers evenly spaced, books neatly banded, in fact, anything that will help to produce a job pleasing to the eye and acceptable to the customer. The heads of all sections should be slit when folding if there is any chance of the paper buckling; it should be a religious duty to carefully measure the margins before stitching the cover on, as many a job has been spoiled in appearance by the printing on the cover either being too high or too low. Whenever this occurs it invariably happens on some job for a particular customer, and it is much better to spend a few minutes measuring up than to take hours trying to explain to the dissatisfied customer how it happened.

The relationship between the pressroom and bindery in this class of work is a very close one and harmony between these two departments is much to be desired. The proper feed edges for folding machines should be O.K.'d by the bindery foreman before the press is made ready and heads of departments should consult each other before proceeding with large orders.

A proper method of handling the stock in its travels between the departments will result in a great saving of time and money. The advent of platform trucks has proved to be one of the most economical methods of handling stock that has been put upon the market and a few words concerning some of its good points will not be out of place. These trucks consist of the truck proper and a supply of platforms and supports. The sheets are piled upon one of the platforms as they come off the press and when ready to be moved the truck is backed underneath the platform, a few turns of the lever and the truck raises the platform off the supports and a thousand pounds of paper can easily be moved by one man from one department to another. The platforms when not in use can be stood on edge and are not in evidence until required. This method of handling stock saves considerable time and keeps the stock in good shape as well. The way coated paper is handled and thrown around by some help is enough to cause consternation in the minds of any person concerned in turning out good work, as once the surface of this paper is broken it is impossible to remove the defect; this kind of stock should be moved as little as possible and should always be lifted with a roll in the paper and in small quantities at each lift.

The bindery equipment of the average printer generally consists of one or two wire stitching machines and these, in connection with his paper cutter, are supposed to take care of all the binding brought into the place. The prices quoted for some of this binding are, to say the least, fearfully and wonderfully made; one instance being that of a man who estimated the folding at fifteen cents per thousand sheets and wondered how he landed so many jobs but made so little money on them. The installation of the standard cost system will prevent such serious mistakes and enable us to have a reliable check upon any estimated job. Estimating in the past, as we all know, was merely guessing at what we considered a job ought to be worth and the more information and experience that can be brought to bear on the subject the closer shall we come to the mark. Suppose for instance a price is being quoted on printing one thousand 16 page pamphlets 6 x 9, bound with two wire stitches; you can figure the stock, composition and presswork fairly well but when it comes to the binding you are apt to consider such a small affair as being worth, say a dollar or a dollar and a quarter at the outside and let it go at that. Now, the average wages of any experienced girl is seven dollars a week or say fifteen cents per hour, overhead expenses will easily add at least one hundred per cent. to this, making in round figures thirty cents per hour. It will take a girl three hours to fold a thousand sheets and another hour to stitch them, with an extra half hour to band the books in twenty-five's after trimming. This makes four and a half hours for a girl at thirty cents, or $1.35; half an hour for a cutting machine at $1.00 per hour and three cents for wire brings the total cost to $1.88; twenty-five per cent. added to this makes practically $2.35 which is exactly what should be received for doing this work and make a reasonable profit. I have no hesitation in saying that many of our mistakes in estimating are caused by quoting prices at what it is considered a job should be done for instead of relying upon results shown by a reliable cost system.

The binding of pamphlet work of any description should be carefully done. Crooked trimming, bad margins, heavy, clumsy wire stitches or broken paper will do more to consign advertising literature to the wastepaper basket than anything else. The well-balanced book makes a favorable impression from the start, it appeals to the prospective buyer, as representing the quality of the goods described on its pages, it gives him confidence in dealing with a firm capable of selecting such printing and reflects credit upon the printer and binder who produced it. With this result in view let us strive to produce that long looked for ideal, the perfect book, perfect composition, perfect presswork, perfect margins, perfect stitching, and last, but not least, a perfect price.

ART IN CONNECTION WITH COMMERCIAL PRINTING.

.. Wilfred Molson Barnes, director of The Barnes School of Art, Montreal, was the next speaker and he added a note of variety to the programme by introducing some ideas outside the ordinary line of thought at cost conventions. His subject was "Art in Connection with Commercial Printing." "In the average printshop one will find two types of workers," said he at the outset, "there is the man who thinks and the man who does what he is told."

It sometimes happens that the latter individual starts a print shop of his own, advertising for all kinds of artistic job work; perhaps this Mr. Printer's first order is a booklet and wishing to spread himself, the chances are that in the finished result, fussy stock ornaments will fight several different type faces along with cuts that seem to hop out of the paper, and other violations of the law of harmony. This booklet might be well printed technically, but the effect is commonplace simply because this Mr. Printer had never had to think, he had always been told what to do and had not sufficient knowledge to originate and at the same time apply the good points gleaned from past experience. His idea of producing something original was to "jump the traces" and pull all his types and borders after him, in one grand catastrophe bound in a brilliant cover.

How different from Mr. Thinker's method of producing a booklet. Mr. Thinker eschews moving picture shows to read up on art matters; he knows the historic periods of decoration; he would rather fuss with a dummy than see "Camille." He thinks and dreams schemes to better his work. The production of a booklet with him is a matter of most serious study. To illustrate Mr. Thinker's seriousness in his work:

A printing house were making up a booklet for a bank. Now the title page will make or break a booklet; this fact Mr. Thinker knew; this fact Mr. Banker did not appreciate; nor did the circumstances at the time point to his having come from Missouri

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R. A. BINDON.
Vancouver.

Friction arose over the placement of the banks crest: Mr Tinker wanted it placed directly under the heading, forming a triangular composition: Mr Banker on the other hand insisted on its being placed in the centre of the page where it would float as an independent unit

Mr. Thinker had the courage of his convictions, and delivered the booklets with the bank's mark placed where he knew it ought to be—he took the chance rather than have something leave his press that he personally was not satisfied with. Mr. Banker came around all right, which speaks volumes for his appreciation of what was a fine piece of artistic printing

Printers who cannot produce satisfactory work are accustomed to lay the blame anywhere but on themselves, lacking the appreciation and the understanding of the principles of design. On the other hand, the average customer likes to feel that he is dealing with an expert. There is no reason why the printer who always relies on being told, cannot perfect himself in the decorative end of his work. By study and discussion he can strengthen his knowledge.

The dummy idea, while expensive, is good, for it makes for a consecutive idea, apart from giving the client a splendid idea of what the finished product is to look like. This finished work ought to appear as free and spontaneous as the dummy it should have an unmistakable sense of order running through it: the corner should not be out of harmony with the contents the point is too often overlooked.

A fine cover on a poor interior is work lost Pure line and flat tint giving a semi posteresque effect makes the ideal cover a bid to enter, read and buy The persuasion of the advertisement which creates a desire for the goods, through an appeal to our aesthetic sense.

The title page always forms the key to the booklet, and since the invention of printing, has always been given much thought It is capable of much variety of treatment, but again remember that harmony must be maintained with the whole work. Where the title page consists of lettering only let this lettering be hand drawn; because a well executed hand drawn letter has an "atmosphere" that no type can give.

Where a decorative border is used care must be taken to have it tone in well with the lettering, avoiding white patches which always tend to weaken the effect

So the centre of a vertical plane is of no artistic value, the heading or principal line of lettering should be two-thirds up on the page In treating the body of the booklet, the open double page forms the true unit, and accordingly designed. Too much variety on a page must be avoided. Uniformity also; for either effect will produce lack of interest Variety and unity, the happy medium, must be sought for, an organized variety, if you will, for it forms the very life of art, as truly as uniformity forms its death.

To illustrate:

The clicking of a typewriter would represent too much variety

The ticking of a clock, too much uniformity

The repeated three clicks of a rapidly moving pullman car, unity and variety.

Pictorial art must undergo a deal of change when used in connection with advertising A picture should not be snatched from its frame and used as an advertisement. Commercial art must avoid needless detail, it must present no large areas not quickly comprehended. The picture must be seen as a whole, and when capable of being seen this way, there is no desire created for detail.

The picture to meet this requirement must have length and breadth applied to the flat vertical plane; it should deal with the symbol of form; with fact by suggestion and color in the flat mass; there must be a well defined balance of measures, line color and tone

Its theory of composition differs in that the Salon picture composes subordinate units about one principal one; whereas the commercial picture aims to secure one balanced unit with no subordinate parts; otherwise it could not be taken in, at a glance

The picture that requires study, forms a unit by itself, and when used as a cover design will not blend, as the posteresque design would.

The successful booklet should form one beautiful consecutive unit from cover to cover.

The tonal quality of the page must be given careful thought in order to avoid undue contrasts. If an initial letter for instance, be too dark and form a spot, the eye will be bothered by a desire to return to it periodically during the reading. To take its place properly this initial letter must be designed to have the same gray tone as the type.

The question of measure and proportion is very vital; a badly proportioned page is ugly. Extremes should be avoided. If the printer's work has to enter the "freak" class, to air his ideas of originality a Mr. Thinker is needed at the helm.

Now and then a booklet appears cut into some shape, a loaf of bread, a paint brush or a shoe; these are original no doubt, but through trickery rather than good sound aesthetics.

Rhythm, is that quality in a design that gives the eye an easy passage through. A decorative border should hold the type as a frame and its rhythm should lead the eye into the reading matter; an over ornate border will catch and hold the eye.

Rhythm can be described as an organized movement from place to place; in reading the eye jumps from point to point, in the design the eye sweeps along lines of various curvature, these lines are called "leading" lines in a design. It is these leading lines that dominate the Rhythm in a design, not the mass of small detail that they carry.

The design as a whole must be simple to be good; it is the simplicity of the Roman capital letters that make them so universally used and admired.

In the judging of a design, Rhythm although dominating its character, is not all, for there also is the question of Balance and Harmony. One's signature may not be beautiful, yet fold the paper along its lower length before the ink dries and the result will be most interesting, as it has been balanced.

The mass of a design must always balance from a central point as weights do on a scale a large mass near this central point will balance a smaller one more remote; this theory is too well known to enlarge upon.

Harmony means a fitness of purpose, a family resemblance as it were among the units making up a design.

The judging of a design as harmony requires experience and trained judgment and a thorough understanding of the principles upon which design rests. The element of chance or accident should never be relied upon.

In the use of color we get Harmony in its most complex form, which should be handled only by an expert.

Again simplicity counts as it always does in matters artistic

COLOR PRINTING.

An address on color printing was delivered by Chester A. Linderworth, Montreal. He first explained how color plates were made from the copy in the original colors. These colors are photographed by means of filters on plates and then transferred to sensitized metal and etched for depth and color. The black plate is printed first in making the process proofs, then the red, the color with which most trouble is had, then the blue and the yellow. The last gives the value and the tone. After the plates and proofs are completed they are handed over to the printer.

A printer should have a strong magnifying glass in order to examine the proofs. The next important thing was to have rollers and press in proper condition, cleanliness being essential. A faulty roller would carry enough particles of the wrong color to offset the right one. The ink used must be hard enough not to fill in the middle tones and thus spoil the effect of the other colors. Great care should also be taken with the driers.

Friday Morning Session

The convention got down to business again at 10.30 Friday morning. The first speaker was J. B. Lapointe, Montreal, who spoke in French on the subject of "Organization and Co-operation." His chief point was that printers were not deriving those profits from their business which they were entitled to and that one remedy for this was organization for educative purposes.

George H. Saults, of Winnipeg, presented an excellent paper on "Office Equipment, the Keeping of Samples and Method of Selling," which appears as

the leading feature of the present number of *Printer and Publisher*. This paper was undoubtedly one of the best delivered at the convention and was received with much applause.

EXPERIENCES OF BUYERS.

Three gentlemen, who are large buyers of printed matter, gave their opinion of the effect of the cost system on the consuming public. L. S. Bruner, manager of the publicity department of the Canada Cement Co., drew an analogy between the printing business and the contracting business. The art department in one corresponded to the drafting department in the other, while the mechanical department in the printing office was like the construction department of the contractor. The latter has gone thoroughly into costs, and has keyed up production thereby. The printer is now doing the same thing. To his mind there were two objects in the cost system. The first was to enable the printer to get a better idea of the future cost of similar work. The second was to raise the standard of efficiency of the plant. From the buyer's standpoint, the first was probably most important, for by it the printer can give the customer a more correct estimate of the price. But the second was also of interest, because by raising efficiency the printer was reducing the cost of production. The buyer wants to get as low a price as he can and he knows that if the plant is efficient, he will get a correct price.

In the case of rush jobs, the customer has more confidence in the printer with the cost system, for he knows that he can get the work in the quickest possible time and at the right price. He does not require to go round and get a competitive price. Finally a buyer of printing likes to talk business with a man who knows what he is talking about and that man is the printer with the cost system.

L. C. Randolph, advertising manager of the Canadian Fairbanks-Morse Co., favored the cost system printer for various reasons. He believed that the cost system eliminated the possibility of a hold-up of the buyer. It ensured a square deal. It made it possible for the office boy to get as good a price on printing as the principal of the business. It put a premium on good work and service in the printing office and made it incumbent on the printer to do good work to get the business. Finally it was in line with universal progress all over the world.

Mr. Randolph gave a word of advice to his hearers. He told them that they could not make any headway until they got the buyers on their side and they could not get the buyers on their side until they came out into the open. They must have public support. People were suspicious of things they did not understand and it was their duty to explain what they were doing.

Theodore Morgan, director of Henry Morgan & Co., Montreal, followed. The keynote of his talk was efficiency. By showing the buyer that your plant was efficient, you would gain his support and by introducing the cost system, you would help to introduce efficient methods. This was the printer's best argument. It used to be the thing to show quality of output. Nowadays more was required.

Atwell Fleming thanked the speakers for their remarks and said that he had also stuck to the policy of keeping the public in his confidence.

NEW STANDARDS IN THE PRINTING BUSINESS.

An inspiring address on standards which are now noticeable in the printing business was delivered by John Clyde Oswald, editor of the *American Printer*. Commencing with a definition of a standard as a rule of conduct, Mr. Oswald prefaced his remarks by saying that perhaps the standards to which he referred might be considered too near the ideal to be practical. In reply, he would say that every principle he commended prevailed in some printing establishment and there were establishments which possessed almost all of them.

When my business life began a quarter of a century ago, the rule most men followed under all circumstances was to "look out for No. 1, let the devil take the hindmost." It was a case of a survival of the fittest. For the biblical query "Who is my neighbor?" was substituted, "I have no neighbor."

Happily it can now be said that a new standard, based upon a changed conception of a man's relation to his fellow men, has been raised and that in no department of business life is the change more apparent than in printing.

A few years ago I was invited to address a group of men who had been persuaded, some of them very much against their will, to come together in a meeting in the hope that they would form themselves into an organization to be known as the New York Master Printers' Association. As they sat waiting for the meeting to open, it was apparent that hardly a man in the room had acquaintance with any other man. Indeed, some of them had said previously that there were printers whom they knew by report as business competitors, who if present at the meeting, they would avoid, whom they did not want to know personally. Nevertheless, the Association was formed and has become a power in New York City. The men who were the best haters have become the best friends. The old distrust and dislike were based upon misapprehension which, when moved, gave way to confidence and esteem.

"Goldy," said brusque Dr. Johnson to his friend Goldsmith as they sat in the old tavern on Fleet Street, "Do you see that man? I hate him." "Why should you hate him?" asked Goldsmith, "when you do not know him." "Because I do not know him," replied the Doctor. "If I knew him I might love him."

Dr. Johnson's attitude might apply to many printers in New York. Attendance at a meeting of the New York Master Printers' Association now is a lesson in good fellowship. The "regulars" call each other by their first names, they greet one another with acclaim, they are working hand-in-hand for the general good of the trade. As evidence that they are succeeding let me tell you that at a meeting I attended recently they took in individual new members to the number of seventy two, all but five of whom operate printing plants.

This is not an extraordinary tale, but a familiar one to those who have been engaged in association work during the last decade. At first, a few pioneers gifted with the vision which pioneers must have, went about from city to city preaching the gospel of getting together that good might come. Printers' Boards of Trade were formed; schools of estimating established. Everywhere there was manifested a desire to do something for the advancement of the status of the trade.

Co-operation succeeded competition. A striking instance of the new order of things is exemplified in a New England city. So harmonious are the relations of the employing printers there that equipment that previously was used only a part of the time has been practically eliminated. One office has a perforator and all the other offices send their perforating to it, the same course is followed with pebbling, ruling and other similar machinery. In this particular city there is probably a proportion to the population, less idle printing machinery, one of the greatest evils in our trade, than in any other city in the country.

The new standard prevailing in the printing business as applied to the relationship existing between employer and employee was next considered. In the improved condition of the wageworker, Mr. Oswald saw matter for satisfaction. He hazarded a prophecy that the time would come when employer and employee in the printing trade would be joined so closely together in service to the customer that the employer would no longer need to concern himself greatly with the matter of wages or hours of labor.

It would be left to the men themselves, as it now was in at least one trade in the United States.

With regard to the attitude of printers towards their customers, a marked change had come about. Formerly it was a case of let the buyer beware. Now, the way of looking at a customer was that he provided an opportunity for service. The buyer of printing had himself something to sell and by helping him to sell it, the printer was doing him a service. Printing combined with salesmanship was the platform on which to operate.

The change in the attitude of printers towards those from whom they buy was also noted. They had been apt to be more concerned with preserving satisfactory business relations with those to whom they sold than with those from whom they bought. They were careless of discounts and did not always endeavor to meet obligations promptly. As business men they brought discredit on the calling. But new standards were in vogue. Printers as a class were in better standing among bankers and were occupying higher positions in the business community.

There has been a change in the attitude of the employing printer toward himself. He, too, has a new standard in business, for no one but himself. It is best exemplified in the fact that nowadays the head of a successful business requires it to pay him a salary, which is set down on the books not as profit, but as expense. He operates the plant not through personal direction by word of mouth, but through system and organization. The old way is illustrated by a story told me by a salesman. He called upon an employing printer who himself has just returned to his office, but at the moment was in his workroom. The salesman sat down to wait, and a few minutes later in came the printer in a very much disturbed state of mind. He concluded an account of the incident which had disturbed him, with the statement, "I don't seem to be able to leave this establishment for half an hour without everything going to pieces." The salesman's reply was, "Then it would seem to me that you are one man in this establishment who is not on to his job."

I know the advantage of constant application to business. Great fortunes have been built up through it. Mark Hanna used to tell a story of a call he once made upon Philip D. Armour, head of the great pork packing firm bearing his name. The engagement had been made over the telephone and Mr. Hanna was requested to call at one o'clock. He did so and found Mr. Armour in a barber's chair getting shaved, eating a sandwich, which was his luncheon, and dictating to a stenographer, all at the same time. He paused to greet Mr. Hanna and explained that he had asked him to call at that particular hour of the day because it was the only time when he had any leisure.

It is a narrow view of life that limits a man's activities solely to the accumulation of money. There is a satisfaction to be derived from business for itself alone if rightly conducted. "I know what pleasure is," said Robert L. Stevenson, "for I have done good work."

To follow a craft through love of it, to derive a profit (for the laborer, be he at the head or among the throng, is worthy of his hire) these are worth while, but a man's life should have something in it additional. There is so much to enjoy and so little time in which to enjoy it that every business man should so conduct his affairs in the modern way, under the new standard to permit of his taking the time necessary to enjoy them. I believe in the employing printer taking every year a vacation of a month's or two month's duration. Not only will it benefit him mentally and physically, but it will give him a chance to test the strength of his business organization. If you have an established business and it cannot run along without you for two months, there is something wrong with it or with you.

Yet another standard was mentioned by Mr. Oswald in conclusion, the increasing willingness of printers to take part in projects related to the public welfare. Formerly, when an invitation was extended to a printer to interest himself in some movement, he was accustomed to calculate what he would get out of it. Now he considered what he could put into it. "In the printing trade, able men have given and are giving thousands of dollars' worth of time to the service of the trade with no more recompense than the satisfaction which comes from a consciousness of duty well done. It is a happy condition and we who are benefiting by it are entitled to felicitate ourselves upon it."

I am a printer and I share with you the distinction which I like to believe is conferred by that title. I glory in the traditions of our craft. A short time ago I stood in the public square in Florence before a bronze tablet on the pavement which recorded the fact that five hundred years ago on that spot the life of a priest named Savoronola had been taken because he made himself obnoxious to constituted authority by daring to lift his voice against its oppressions and refusing to be silenced. Savoronola was burned at the stake and the protest which he had raised died with the dying embers of the fire that consumed his body.

As I looked on the tablet I reflected that half a century later another priest raised his voice in a similar protest and this time the protest was to prove effective. Why the difference in result? Because in the meantime there had come into being a new art, invented by a certain German nobleman in an ancient city on the Rhine, the art preservative of arts -the art of printing. The second protest against oppression was not limited to the voice alone. Instead, it was multiplied through the magic of this new art by the hundred and the thousand and, spreading abroad throughout Europe, it created an influence that swept away the clouds of ignorance and superstition that had enveloped the world through the long centuries of the Dark Ages, and the world was made free.

As a printer, I like to think of what the growth of our industry has meant to humanity in the 450 years of its existence; of the public libraries that are to be found in every town and city; of the institutions of learning where multitudes of books, made possible through cheapened production, have taken the place of the two-sided paddle called a hornbook that was the sole reliance of the school child of the middle ages; of the power of the press in shaping public opinion and correcting evil tendencies. Wherever the pathfinder and the pioneer have proceeded, they have been followed closely by the printing press; wherever there has been oppression of the people through ignorance on the part of themselves or of those who ruled over them, relief has been the sure result of enlightenment brought about by the printing press. Life has been brightened and lengthened, culture has been enhanced and morality increased, and as I think on these things I like to take to myself the pleasing belief that they all were made possible by the noble art of printing.

I was a printer as a boy. I have been a printer as a man. I shall always be a printer, and when my days are done and the account is closed, I want no greater honor than can come through placing over my last resting place a stone bearing some such inscription as that which was written by him whom in my country we call a patron saint of printing:—

The body of a printer,
Like the cover of an old book,
Its contents torn out and stripped of its lettering and gilding:
Lies here, food for worms;
But the work shall not be lost,
For it will, as he believed,
Appear once more in a new and elegant edition,
Revised and corrected by the Author.

Friday Afternoon Session

The first item of business after the noon recess was the presentation by George H. Saults, Winnipeg, of the report of the committee which had been appointed to deal with rates for Government printing. Mr. Saults prefaced his report by referring to the dissatisfaction which existed among Canadian printers at the prices being received on Government work, and then read the proposed schedule.

On motion of Mr. Saults, seconded by John M. Imrie, the report was unanimously adopted.

THE VOTE ON AFFILIATION.

Chester B. Ames was again called on to repeat the recommendation of the Cost Commission on the subject of affiliation with the U. T. A. He moved its adoption, seconded by J. J. Hurley, Brantford.

Albert W. Finlay, Boston, a member of the U. T. A. Executive, was called on to give a little explana-

tion of what was involved in affiliation. He pointed out that Canada had always been represented on the executive committee of the United Typothetæ and that the U. T. A. was always ready to undertake work for the benefit of Canadian printers. In proof of this he referred to the fact that three of the Association's sixteen organizers were at present working in Western Canada. In the United States they did not intend to work so much for more members as to induce the members they now had to put in the cost system. This would leave all the more opportunity to organize in Canada. He was sure that the Executive Council would view the application of the Canadian convention with favor and he suggested that it might be in order for Canadian printers to bid for the 1914 convention of the U. T. A.

There was no further discussion on the resolution, which was carried unanimously.

The chair then named Messrs. Ames, Phillips and Godson a nominating committee to name the commission of seventeen required by the foregoing resolution.

REPORT OF RESOLUTIONS COMMITTEE.

The report of the resolutions committee was placed before the convention by George H. Saults, its chairman. Mr. Saults read the report through and then went over it again, explaining each item.

Mr. Chairman, your Committee on Resolutions reports as follows: We recommend to the Printers of Canada the adoption of the following Standard Business Practices:

1. For the purpose of arriving at the cost of production of printing we recommend that the standard unit of product shall be the sold hour in the several departments.

2. That the standard hour cost shall be the gross cost, namely, labor, plus all overhead expenses, department and office.

3. That the standard method of caring for the overhead expenses shall be to charge direct to each department all necessary items and to distribute office or general overhead expense on the basis of total department costs, including payroll.

4. That stock handling, storage and shipping, as well as sales, shall where possible be kept as separate departments or where not possible may be included as items of the general overhead, to the end that same be included in gross cost of production of mechanical departments.

5. To cover cost of handling stock we suggest a minimum of ten per cent. to be added to the delivered price at the plant. Profit to be added to this amount.

6. That the standard rate of depreciation on machinery shall be ten per cent. annually of original purchase price.

7. That the standard rate of depreciation on type shall be twenty-five per cent. per annum of original cost.

8. That the standard rate of depreciation on type stands, chases, stones, etc., to be charged to cost of production shall be ten per cent per annum of their original cost.

9. That interest on investment (paid in capital and surplus) at the legal rate of interest is a proper charge to the cost of production.

10. That the standard rate to be charged off for bad debts shall be one per cent. of volume of yearly sales.

11. That in the operation of a printing plant to its average capacity, a minimum advance of twenty-five per cent. should be added to the cost of production, which is equivalent to 20 per cent. profit on the product

12. That the standard terms of sale shall be thirty days net.

13. That for the purpose of arriving at the cost of monotype composition the keyboard and the caster be kept as separate departments.

14. That chases and patent blocks in the average commercial plant be considered as part of the composing room equipment.

15. That where type and materials are kept standing, for the convenience of the customer a proper charge should be made.

16. That in cylinder presswork ink should be charged as a special item, and not included in the cost per hour of presswork.

17. As a requisite for determining costs we endorse and deem necessary the use of an efficient loose-leaf inventory.

18. Experience has demonstrated that inventories for insurance adjustments by appraisal companies have proven most satisfactory.

19. We recommend that the cost commission gather and tabulate complete statements of cost of production from as many standard cost system users as possible throughout the Dominion and officially report their findings semi-annually to the trade directly or through the trade press.

20. We recommend the establishment of printers' credit association in all localities where practical.

21. We recommend changing the heading of the column on Form 9-H headed "Hand Composition" to "Composing Room Hand Work."

We believe the practice of enticing employees from one shop to another without consideration of or notice to the employer is detrimental to the best interests of the trade, and should be discontinued.

Whereas damage is done to the printing business by the custom of the supply houses of setting up new plants on small cash payments and notes covering long terms, be it

Resolved, that this convention go on record as deprecating the practice and requesting that it be discontinued; that no new plant should be sold upon terms less liberal than one-quarter cash and final payments within two years;

Resolved further, that typefounders and dealers be asked to recommend to purchasers of new plants the adoption of a cost system as a necessary part of their equipment.

That the thanks of this congress be extended to the Montreal printers and allied interests for the entertainment and courtesies extended.

That the thanks of this congress be extended to the officers in charge for the very gracious and able manner in which they have discharged their duties.

That the thanks of this congress be extended to president de Serres of the Montreal Technical School for the use of the school for our meetings; and to Prof. Macheras for his courtesy in conducting us on a tour of inspection of the various departments.

That the thanks of this congress be extended to the Montreal Harbor Commissioners for the opportunity granted us of viewing Montreal's great asset, its magnificent harbor.

That the thanks of this congress be extended John Clyde Oswald of New York, and Albert W. Finlay, of Boston, for their valuable assistance on the programme.

The report was adopted by unanimous vote.

NEW COST COMMISSION ELECTED.

The report of the nominating committee was brought in by Chester B. Ames. It named the following gentlemen: W. A. Monaghan, Halifax; A. McMillan, St. John; T. J. Moore, Quebec; W. A. Desbarats, Gain E. D. Corneil, Travice A. Tod, Charles H. Tice, Montreal; Matthew Esdale, Ottawa; H. L. Rous, F. M. Kimbark, John M. Imrie, Toronto; George Allen, Hamilton; John Stovel, George H. Saults, Winnipeg; A. H. Barker, Regina; R. A. Godson, Macleod; R. A. Bindon, Vancouver.

ORGANIZATION EXPERIENCES.

An admirable address was now delivered by Travice A. Tod, Montreal, which was as follows:

In speaking on a subject like this, one is naturally compelled to depend upon personal experiences, and I would like to say at the outset, that I sincerely trust none of my good confreres will construe my remarks as egotistical, or in the nature of a free ad for the company I represent.

It is just four years ago this month, that I purchased a small printing business in the east end of Montreal, the plant consisting of three Gordon presses, cutter, hand stitcher, and a few cases of old type. It was supposed to be a going concern, but, gentlemen, the trouble was, it had gone the first month of my proprietorship the total sales were $200.00, which increased to $500.00 the next month. Just four months after, I was approached by manager Tice regarding membership in the Montreal Printers Board of Trade, and he didn't have to speak twice, as the advantages were very clear to me, and, as I was not a practical printer, I felt the need of help and advice from an organization like this, to enable me to get the right prices for my work, so I became a member. That was in March, 1909, and the following June, my partner joined me, and we formed our business into a limited company, and commenced the battle in real earnest.

Gentlemen, although we added a pony cylinder press to our equipment (which, by the way, was as important an event to us as a $100,000.00 newspaper press is to its owners) we were only



PRINTERS FROM EIGHT PROVINCES

very, very small printers, and it is particularly to the smaller printers I wish to make my remarks.

With all due respect to my "Big Printer Friends" to many of whom I am much indebted for advice and assistance, it is the small printer whom **I wish to interest in this great organization.**

Gentlemen, **you small printers**—I want to say right here, that we are doing a business to day of close upon $100,000 per annum, with an equipment of three cylinders (and another expected shortly) 6 platens, bronzing machine, monotype, folding machine, ruler, cutter, stitcher, punch, perforator, etc., etc., etc.

I want to go on record, gentlemen, telling you that our business has grown from $200.00 per month to $8000.00 per month in four years and by far the greatest factor of our success, is our connection with the Montreal Printers Board of Trade.

I fancy I can hear someone say, "What has the Board of Trade to do with it?" Well, that's just what I want to tell the small printers to-day. The main point I want to emphasize about the figures I have just given you of our business, is this, **those sales return us a fair profit.** If you don't believe me, I will gladly give you the name of our auditors, and you can ask them. Bear in mind carefully, it's not the **volume** of business you do, but the percentage of profit accruing from same. Anybody can sell printing or anything else **at a price,** and this is just one of the ways the Board of Trade helps you. They will see that you get the right price, the fair and just profit you are entitled to, just as much as the merchant or the tradesman who sells to you, make his fair profit.

Perhaps someone will say, "If I was to ask the prices that obtain in the Board of Trade, I would lose all my customers" gentlemen, that is all bunkum; we never lost a single customer through our membership in the Board of Trade, and even if you did lose a few, it might be the best thing that happened to you, for surely it is obvious to everyone here that it is far more profitable to do a business of say $10,000 per annum and make 10 per cent. clear, after allowing for depreciation, interest on investment, and paying yourself a fair salary, than it is to do $20,000, and only make 5 per cent., or perhaps less.

Then again, I want to mention another feature of the Board of Trade movement and that is **co-operation.** Much has been said along this line; many able addresses have been printed in the trade magazines on this subject for the benefit of our craft, and while one could take up a whole evening on this question alone, I would like to tell my "Small Printer Friends" one of my experiences.

Shortly after I joined the Board of Trade I quoted on a job for a large corporation, the tender being $700.00. My only competitor, as far as I knew, was another member of the Board, one of the largest firms in the city, who had done this same job for a great many years. I was awarded the work, and on apprising my competitor of same, they immediately offered me several sets of the plates, which they had, and which I accepted. This saved me about 10 hours composition, as well as the cost of the plates, which I would have had to buy to run the job economically. Could you find any better example of true co-operation than that? Scores and scores of times, I have been helped with advice by my fellow members. Gentlemen, the printer's salvation lies in his co-operation with his fellows; each printer has some problem which his fellow printer can solve.

Association of men—especially printer men—means association of ideas, and association of ideas manifests itself in co-operative action for mutual benefit. It is just the old story of "Give and Take." Give one idea to twenty members, and get twenty ideas in return. Association with others is multiplied experience; the Board of Trade offers you this opportunity to-day

Probably the most profitable organization experience I can relate from the standpoint of dollars and cents at any rate, is the installation of the Standard Uniform Cost Finding System.

Gentlemen, it is positively amazing to think that in a large gathering of printers like this, probably not 25 per cent. know their actual cost of production is it not a most alarming state of affairs? To think that so many of you men are fixing prices on your product every day, and you don't know what it is costing you? Are you cheating yourself or your customer?

Only this very week a friend of mine from Toronto told me that he asked four printers a price on some booklets, and the prices he got were—$200.00, $150.00, $140.00 and $55.00. He was so amazed at the big variation that he asked the firm who quoted $55.00 if they hadn't made a mistake, and when they said "no" he told them to look over their figures again, and then confirm their quotation in writing, which they did, assuring him that they were quite willing to take the job at that price. I understand that they lost money.

The point is this, if those printers had proper cost systems, and belonged to a Board of Trade, one of them would have got the job at a fair price, instead of one losing money, as he did.

Innumerable instances of a similar kind could easily be given, which would show, only too clearly, how ignorant printers are, as a class, regarding their cost of production.

A trade paper once said: "The fellow who buys printing with the deliberate intention of not paying for it is a rascal, but the English language does not contain a word which correctly characterizes the fellow who deliberately robs himself, robs his firm, robs his wife and children, and robs his brother printers by selling his output for less than it cost."



PRESENT AT THE MONTREAL CONVENTION

The "Guess it's worth so much" plan, is a thing of the past, to those who have a proper cost system. **They know.**

The subject of costs is my pet. I would like to tell you of some of my experiences with a cost system, but others who are much abler than I, will tell you of the value of a cost system, which is the fundamental basis of all the different organizations which have been created for the uplift and betterment of the printing trade.

The "Monthly Bulletin" published by the Montreal Printers Board of Trade, printed the following about 18 months ago, and I think it is well worth repeating here.

"Boards of Trade, Ben Franklin Clubs and that strong organization, The United Typothetae of America, are all now working towards the same goal, a satisfactory selling price for printing. The Printers Board of Trade, is a voluntary Association of Employing Printers, Allied Trades, and supply houses, for the purpose of studying economical methods of manufacture, and the great theme that is occupying every Printers' organization, namely, the Cost of Production, and the installation of Cost Systems. A uniform estimating basis, the compilation of data that has to do with production. The exchange of ideas with reference to the materials used. A credit information bureau. The study of service and quality. The daily practice of the Golden Rule by every member; by so doing, the confidence of one member for another is assured, the printing business will then be raised to a place of dignity among the Trades of the Country."

Gentlemen, the secret of success in the printing business is, as in all business—to make two dollars grow, where one grew before.

Anything which will tend to promote this condition in your own business, is an investment, and not an expenditure.

The best investment I ever made in the printing business was this cheque for $500 payable to the Montreal Printer's Board of Trade, dated March 22nd, 1909, which made me a member of that organization.

I sincerely hope that, as a result of this great congress, a large number of printers will affiliate themselves with an organization.

You believe in organization, or you wouldn't be here, you consider its worth $2.00 registration fee, and two days of valuable time to come here—what for? To gain something—whatever else you may gain, gentlemen, be sure and get something that will prove of everlasting benefit to your business. A membership in a trade organization, and a uniform cost system.

EXPERIENCES IN SHERBROOKE.

Following on the same lines, E. J. Page, Sherbrooke, gave an excellent talk on his experiences in the eastern city.

There is much to be said about organization—so much to be said in favor of it, so much to be said deprecating the absence of it in the printing trade generally, and so much to do in effecting it, that to give an address on organization one is bewildered, not knowing where to begin—and more especially if the "one" who is to begin has not a clear conscience on the subject that he has in hand.

Without occupying more of your time with preliminary "stuff" I will endeavor to throw out a few hints that my experience in the printing business has taught me are beneficial. Organization in the printing office is necessary. That is admitted by all. To effect that organization the thing is where to begin when there appears to be no organization.

1st. In the printing business as in any other line an important thing is to get the trade and when you have got it, it is just as important that you make adequate provision for holding it as it is to secure it. Then let me say that your organization should begin right at this point. If you are the proprietor of a small office and your business will not warrant the employment of salesmen or if you are a "mogul" and employ a dozen salesmen, and your establishment is a large one, let that word organization sink deep into your soul. It is necessary to both institutions whether large or small.

Organization is not something mysterious; it is simply systematic co-operation of the forces employed in the attainment of some object and in this case the object is to obtain business at a profit.

With all the emphasis on the profit, for as has been ably stated here, it is better to do a small business at a profit than double the quantity of business at half the profit.

If you are a printer located in some outlying section away from the larger city offices you should look around and see who your competitors are. Get acquainted with them. If they are doing work at prices that you cannot compete with, it certainly is in your interests to know them, and maybe to your advantage. You haven't got a monoply of all the knowledge that pertains to the business and it would be to your mutual advantage to "get together." This is the first and a very important step in the matter of organization.

Only last week in a town of twelve thousand people, a printer was telling me his woes. There are four or five offices not mak-

ing a dollar, just existing, and he said—"the other fellows are cutting prices." During the conversation it came out that when one of his competitors cut prices, he cut to meet him, also that he always tried to get forty cents an hour for composition. I advised him to use the words "We are cutting prices, not, they are cutting," and that would give us all a good starting point, if we would take that view. It is not always the "other fellow," in fact the more you get acquainted with your competitor, the better you get to like him.

A business man in the same town told me that he could go to any printer and get a price, then go to another one, telling him the price, and he would invariably cut it. Now I think that this is a pitiable condition of affairs, but nevertheless one that exists in a good many places and which can only be remedied by organization, and the help must come from the big city printers.

The best advertising that a printer can do is to turn out his work promptly and in a manner that will do credit to himself and his office and not the kind of work that he has to follow up next day after delivery and apologize for its appearance with an excuse that gives the customer a headache. The great thing in the printing business is promptitude and care. Give a man his work the way he wants it when he wants it at your price and not his. At his price the thing is impossible. He does not know your business—you do (perhaps).

Organization at this point suggests so many matters of detail that I will touch on but a few and will leave the rest to your imagination. When a job is secured and promised, whoever is in charge should know that it is possible to produce the work in the specified time and that provision is made for the elimination of delays between the different departments; that the stock will be in the pressroom when the forms arrive from the composing room; that the bindery has information in advance of the work to be handled and when to expect the sheets from the pressroom.

Organization in the business office when the work is received will take care of all these matters of detail. Lack of organization will result in loss to the printer and in most cases he does not know where the loss has occurred. Unfortunately in many cases he does not even know that he has lost. There is a feature of organization that is often overlooked. When a printer gets a job and he is busy, about the first thing that he does is to rush to the composing room with the copy, throw the mass of manuscript before the foreman and say: "Here, Bill—this job is in a Hell of a rush—go to it." That is about all the instructions Bill gets. You have all heard that. Instead of this, experience has taught me that it is always wise to see that all departments are supplied wih proper instructions, as there is no money to be made out of alterations and changes in the composition; and the correction of mistakes after the work has been printed costs money. See that each department knows what is expected of it. It should be your business, if you are the proprietor of a small or medium sized office where a superintendent is not warranted, to see that the departments work in harmony, for this is really organization on the inside, and is only the beginning of organization all the way through.

3rd. The next thing that I will touch on in the organization of the forces is the necessity for the installation of a cost system. After you have got the business and you have put it through your plant what do you know about it? You know that you have turned out the swellest kind of a job and you are proud of the fact that you are the best printer in the town. There is a feeling of satisfaction in this, but not being a philanthropic institution, you want to know about the "rake-off." Instal some good cost system and know what is going on about your plant instead of nosing about the place like a private detective and thinking that your men are trying to "do" you when in reality they may be giving you faithful service and they will surely resent the method of securing information that you have been practising. The cost system is but another step in the matter of organization that is absolutely necessary and its installation will simplify the complete organization of your office.

We put in the Standard Cost System a few months ago and we would not do business again without it. The comfort it gives me to know that we have made a fair charge to the customer and to ourselves, is worth much more than the cost. Nothing will educate a man to estimate like a cost system. It also shows you who among your employees are the willing workers; in fact it has many advantages, any one of which would pay for keeping your records.

Everyone should have a cost system, if they have two hands or two thousand hands. Some owners of small shops claim they do not need it that they can see everything being done. This is a mistake, for frequently the workman who is hustling round, does not accomplish as much as the quieter and slower working man, and there are many items of cost he knows nothing about.

Some of our work we were doing too cheaply and had to raise the price on it. One job we raised 25 per cent.; the customer offered us 12½ per cent., but having a cost system we knew there was no money in it so we refused it, got the job at 25 per cent. advance. That means one hundred dollars a year to us, and we have been doing the job for years at the old price. We have lost very little work by raising prices and have made more money at better prices and by cutting our loss of time in handling.

I have mentioned now three points necessary in the matter of organization for the more expeditious handling of the orders that come to you and to me.

When you have the assistance of your competitor in the securing of business instead of his opposition- half the battle is won, and this is what you can have through co-operation and organization. It is a fact that you are not properly equipped for all the different classes of work that you do. There are some jobs that come into the office and are turned out that you would be better without and you know it. The printer across the sreet has just the equipment to handle some of these jobs but you would rather do them at a loss than to turn a little business his way that he could do more profitably than you could. And it may be the same with your competitor. He may be just as miserable an old "grouch" as you are yourself and pursues the same tactics. Organization would bring you both together and your business could be so arranged that you both would make a profit occasionally.

There are a great many towns where there are only two printers doing business and these two printers are continually at war with one and other in the price-cutting game. If it were not for "professional jealousy" or some other fool thing existing between them it would be the simplest thing in the world for the two to organize their forces in such a way that they could get a decent living out of the business that they are now dragging in the dust.

I have endeavored to mention a few ways that it is possible to effect organization in the printing business and I trust that what I have said may not fall on deaf ears and that you gentlemen will not go home and "plug" along in the same old way as if a cost congress and consultation of printers had never taken place. Thanking you for your courtesy and consideration.

MORE MONTREAL EXPERIENCES.

Harry E. Hinds, Montreal, was the third speaker on the subject of organization and he interlarded his talk with many amusing allusions.

The subject which I have been asked to speak upon this morning is entitled Organization Experiences and, as the time is so valuable, I will not weary you more than a few minutes. It seems almost presumption on my part to address such a gathering of printers and it is only by urgent request by our esteemed friend, Mr. Tice, that I consented to give a few experiences of our connection with the Printers' Board of Trade. It is but a few years since we started the printing business known as the Sterling Press, Ltd. We did not start in a large way—a few job presses, a few fonts of type, a cutting machine, and a wire stitcher - was about the size of the outfit and not an order in sight. But we were aggresive and soon made our presence felt in the community. We were very green in the matter of estimating, and thought that if the other man could do a piece of work at such a price, we could well afford to meet it.

Going back previous to the advent of the Sterling Press, I was engaged in partnership in a very successful business in the east end of the city. It was successful up to the time I quit it.—then it went to the bad. It was at that time I was brought into contact with our genial manager, Mr. Tice. He blew in one morning and said he had just arrived from Boston at the request of some of the printers of Montreal who desired to have some kind of an association formed here, where they could get together and talk over matters appertaining to the trade. He said that things were pretty bad in Boston until the formation of the Board of Trade there—before the advent of the Board the printers could hardly make ends meet. They were overdrawn at the bank—no, I must not say that,- for they were not permitted any accommodation whatever, but when he left there, they had automobiles, motor boats, lived in beautiful homes, and owned nearly all the corner lots in the place. (A marvelous transformation)—I looked at the man to see if he was really in his right mind—or was trying to put over us one of these "Yankee Bluffs," but he seemed to be sincere in what he said. He asked me if we would consider the proposition at all. I told him I would consult my partner and wished the poor deluded man every success in the tremendous task he had set his hand and heart to do.

Those were the dark days for the Montreal Board of Trade, but the gospel of fair prices and good work has been faithfully preached and to-day I think I am safe in saying that we have possibly the largest and most enthusiastic Board on the Continent of America, and through their efforts and sacrifice the printing industry in Montreal has been lifted from the mire into which it had fallen, and is fast assuming its proper place in the mercantile world. The very fact of the members getting together and discussing ways and means of executing work, touching shoulders with one another, sitting down at the same table and eating a common meal together is an evidence that our competitor is a man of like nature as ourselves and not the mean contemptible price cutter who does all kinds of underhand work in order to get a job. Instead of priding ourselves in our "splendid isolation" we feel that the success of our business depends largely upon the success of the other fellow too because if he is getting better prices for his work, we certainly stand a better chance of better prices. True success does not consist in enriching ourselves at the expense of the other man but while lifting ourselves endeavor to lift the other fellow too.

Well let us get back to one of our experiences. After struggling along a couple of years, doing a fair amount of work—spending a lot of energy—and money we were not progressing as well as we might, due largely to the fact that we did not know our costs with the result we were away off in our estimating. Hospitals were very generous to us and gave us lots of work because they wanted to encourage us and we turned out nice work—and some of the places where work had been done at starvation prices sent their work to us because in Westmount there was lots of fresh air and anything done there would be sweet and clean. I am happy to say that with the installation of a cost system, some other printer is doing the work now and considers himself highly honored. I might say here too that we were trying to give quality work—and quality work and cheap prices never go together.

The first year of our identification with the Board wrought quite a change in our business; although the output was not much greater than the previous year, the results were much more than gratifying. Every job turned out showed a profit over and above our cost of production. It was a hard struggle, but we got there, and any work that did not show a profit got black-balled—and could not get back into the office until it could show some good reason for so doing. It required some backbone to identify ourselves with the Board and it still requires it, but let me say here that the salvation of the printing industry in Montreal depends on the stability of the Board of Trade and every printer in Montreal is directly or indirectly benefited by its very existence, whether he realizes it or not and it is poor policy for any printer to try to advance his own ends by advertising that they do not belong to any combine (as it is wrongfully named) when his very life depends upon the existence of such an organization. How many printers here would like to go back to the old days of 50 and 75c an hour for composition, and that is what it would mean, only for the Board who are the pioneers in every good movement, in the printing industry. My experience with the Board is that it is far from being a combine to control the price of printing. If we held the customer up for a price that was not consistently made up from a knowledge of costs gathered from the records of our offices, I would be the first to sever my connection and live the separate life. The names of Phillips, Southam, Desbarats, Corneil and a host of others are synonymous with integ rity and fair dealing and who would be ashamed of associating themselves with a bunch like that.

It may be that some of you from some cause or other cannot see your way to become members,—good enough,- but endeavor to help the work instead of hindering it. The Board spends thousands of dollars endeavoring one way and another to disseminate light to the printers of the province of Quebec, and everyone is receiving profit from their efforts. Another benefit derived from identification with the Board is the checking up of estimates on big work or in fact any work, and we have saved the price of our subscription time and again every one of us are liable to mistakes and what is more easy than in making an estimate to forget half the stock or the binding or some oher import ant item. Working sometimes under heavy strain, thinking of a hundred different things at once, of promises unfulfilled, of stock to be ordered, telephones ringing, your mind cannot concentrate on your estimates, you send your estimate down to the manager and he more than likely discovers something left out or something put in—but its a hundred times to one that it is left out, and as I said before we have saved many a dollar along this line.

Speaking about checking of estimates, for two years we had the contract for the printing of a theatre program. It was quite a job for a plant of our capacity to handle. We made up the original estimate and had them gone over by our manager. He cut out a little here and put on a little there; in fact we got it down so low that we doubted whether we could derive any profit from it or not, but we took a chance. Ours being the lowest estimate we got the job. We printed this work for two years and have the records of what it cost to execute and I can assure you there was not much in it there were so many changes and alterations and holding the press up, that it was well worth every cent we got for it. Imagine this year—two years after the original price was made, some printer takes it and turns it out at just half the price this year when the cost of production is so high - cuts the price in half. If he is here this morning I would esteem it an honor to lead him into the light for he has my deepest sympathy. It is simply because of gross ignorance that such things as these happen and it is one of the reasons that the printing business is commonly called a farce. Gentlemen we are in the business to make some money in order to educate our families decently and to be able like other business men, after years of devotion and service, to spend our remaining days away from the active duties of life. No honest man wants his work for nothing and is willing that you should share a profit although I know one man in this city who wants his work for nothing and considers all members of the Board of Trade are a bunch of thieves, but people who live in stone houses should never throw glass.

Gentlemen, it is up to us to make the printing industry what it ought to be—and the only way to do that is to get together, co-operate with one another—know what our work is costing us, give a hundred cents value for every dollar we charge and join the Board of Trade for the proof of the pudding is in the eating!

The final speaker of the afternoon was Albert W. Finlay, Boston, member of the American Printers' Cost Commission, and an expert in elucidating the intricacies of the cost system. His address, illustrated with charts, was followed closely by all present and was one of the best features of the convention.

THE QUESTION BOX.

Owing to the lateness of the hour it was impossible to go into much detail in handling the numerous questions which came before the meeting through the Question Box. The chairman read the queries and in most cases replies were made by Mr. Finlay.

What percentage of waste should be allowed on paper in making up an estimate? Two per cent. each time it runs through the press.

Do you really know if ten per cent. for handling paper stock is sufficient? It has nothing to do with the cost of the paper. Estimate how much paper is running and allow ten per cent. for cost of handling in addition to the allowance for waste.

If composition costs $1.10 per hour, why should printers only charge railways 50 cents per hour and get even by doubling up on the time? Railways have nearly doubled their wages to employees since this charge was first made and why not be fair and above board with them and charge a fair price. The thing has been done in the United States.

To Mr. Imrie,—You gave linotype costs yesterday. Is there no record of monoline costs? There are many monoline machines in Canada. Monoline costs vary from 65 to 90 cents in offices reporting. I did not report these figures because I thought in several cases the costs were not accurately reported.

In estimating a job, what proportion should be considered for unchargeable item? What percentage over labor costs for overhead expenses? Operate a cost system for that.

How would you get over the fact that the machinery and supply houses will start any pressman in business by giving him long credit and this man is quite satisfied if he can make a journeyman's wage

from his personal connections? Resolution of the meeting covers this.

Do you believe that the printer who is not properly equipped or inferiorly equipped can produce the same work in the same time? What do you think of a printer who is owner of his building making his expenses lower than another printer? By taking advantage of this he is giving all the benefit to his customers. He should charge the same as if he were renting the building for what it was worth; he needs the return on his investment. The whole thing affects the principle of charging out work on an average cost. All that is gained by having an efficient staff should be profit, for every advantage you have adds to the cost.

Is it not preferable in a totally disorganized district to perfect at least a certain organization prior to the inauguration of the individual cost system? Yes, by all means. Take the price book of the nearest organized place and get together on it.

Don't you think this convention ought to take some steps to prevent charitable institutions and others not paying taxes to compete with the everyday printer, who is paying fair wages and taxes? Some steps have been taken by the Montreal Printers Board of Trade in this direction and it is understood the Bishop of Montreal has done something to remedy the abuse.

Is it the intention of this convention to take some steps to have duties reduced, if not removed, on printing material, such as linos, presses, etc.? Nothing can be done till the Tariff Commission takes it up.

The convention now adjourned to allow time for the members to prepare for the banquet.

THE BANQUET.

A most enjoyable function wound up the day's proceedings, when a banquet took place at the Montreal Club, which was attended by a large assemblage of printers and supply men. There was a spontaneity about the whole affair that set all present at their ease. Plenty of music and singing, in which everyone had a chance to join; crisp after dinner speeches, full of capital stories; and the choicest of viands to delight the inner man, combined to produce a capital evening.

The chair was ably occupied by Major George Washington Stephens, who made an inimitable toastmaster, bubbling over with wit and sparkling jests. He had beside him the renowned Henri Bourassa, who made the leading speech of the evening, in which he lauded the printing art in eloquent terms.

John Clyde Oswald, editor of the *American Printer*, delighted his hearers by relating several excellent after dinner stories and his performance was capped by C. W. Knight, the secretary of the Canadian Bankers' Association, who ranks as one of Montreal's most popular raconteurs and who told a series of anecdotes. Messrs. Corneil, Montreal; Mercier, Quebec; Daoust, Montreal; Kingsley, Philadelphia, and Paulus, New York, also added to the pleasures of the evening. Interspersed with the speeches were numerous songs.

COST COMMISSION MEETS.

The Canadian Printers' Cost Commission met in Montreal on October 25, immediately after the adjournment of the Cost Convention. Officers were elected as follows: Chairman, W. A. Desbarats, Montreal; vice-chairman, F. M. Kimbark, Toronto; secretary-treasurer, Charles H. Tice, Montreal; executive committee, the elected officers and T. J. Moore, Quebec; Travice A. Tod, Montreal; Matthew Esdale, Ottawa; and John M. Imrie, Toronto.

The question of where the third cost convention will be held was discussed, but no definite action regarding it was taken. It was the opinion of the meeting that the convention should be held in one of the larger cities of the East rather than in the West, as was suggested by one member. Only a few Eastern printers would participate in a convention in the West and they would be the ones who are least in need of the beneficient influence of such gatherings. The Western printers have already arranged for a cost convention in Regina in 1913, and at it the printing trade of the East will be represented. Moreover, the two Western Press Associations have under consideration a plan for the holding of a series of district cost conferences throughout the West next summer. Thus the needs of the West will be met through local conventions, and as cost educational work is even more necessary in the East than in the West it is eminently fitting that the third convention also should be held east of the great lakes. The officers of the Cost Commission would appreciate suggestions as to the place and date of this convention.

New Price List Issued

A JOB printing price list has been compiled and issued by the Alberta and Eastern British Columbia Press Association. The list covers the usual run of work undertaken by plants in places from 400 to 4000 population. In sending copies to members of the Association, C. F. Hayes, secretary, writes that the Association would strongly urge all printers in the province to adopt these prices on standard work. It might be as well for all Western printers to furnish themselves with these price lists.

Southern Alberta Typothetae

DEFINITE organization of the Southern Alberta Typothetae is now complete. It includes the eleven offices in south Alberta—the five Lethbridge offices, the two Macleod offices and one office in each of the following towns: Pincher Creek, Coleman, Carmangay and Blairmore. Fred Robbins, of the Lethbridge *Quick Print* is president; W. Jordan, of the Lethbridge *Herald* job department is vice-president and R. A. Godson, of the MacLeod *Advertiser* is secretary-treasurer.

The Master Printers of Australia

AT the third annual conference of master printers' associations of Australia held at Adelaide on September 11, 12 and 13, problems very similar to those facing Canadian printers, were discussed. On the programme were addresses on such topics as "The Value of Organization," "Costs Accounting," "Estimating—How to Work a Costs System," "Typothetae in its Legal Aspect," "What We Should Expect From Typothetae," "Interstate Typothetae," "The Element of Time in a Printing Office," "The Need of Co-operation," "Better Feeling Among Printers," etc.

Increase Likely in Prices for Government Printing

Scale Adopted by Cost Convention

THE Federal King's Printer has been asked to revise, in the light of known hour costs in various cities, the schedule of prices for work done outside of the Government Printing Bureau. He has expressed a willingness to thoroughly investigate and consider the matter, and it is likely an amended and more consistent schedule of prices will be issued in the near future.

Most of the work done outside of the Government Printing Bureau is awarded by tender; but to cover "rush" work, and work on which it is not advisable to secure tenders, a schedule of prices is in force. The present schedule was adopted about two years ago, and most of the prices included in it represent a considerable advance on the prices previously charged for corresponding classes of work. But even after this advance, they are barely sufficient to cover cost of production in many cases, and in others are considerably below cost of production.

Moreover, there has recently been trouble over the prices charged for election printing. The nature of this work requires that it be spread over the various constituencies throughout Canada; the election printing for a given constituency being awarded to an office in that constituency. This work is ordered by the returning officer and he is responsible to the printer for the payment of his account. But the returning officer's vouchers are subject to revision by the auditor-general, and in many cases he has cut the printer's price. The returning officer, being allowed the amount of the reduced price only, has refused to pay the printer more—hence the trouble.

So John M. Imrie and George H. Saults, secretaries of Canadian Press Association and Western Canada Press Association respectively, decided to take the initiative in arranging a conference of King's Printers and representative printers and publishers to discuss the question of what are fair prices for Government work, generally including the various forms covered by the term election printing. This conference opened in Montreal on Wednesday, October 24 and sessions were held on the two following days also. Those who participated in one or more of these sessions were: C. H. Parmelee, Federal King's Printer; J. Hooper, King's Printer for Manitoba; L. K. Cameron, King's Printer for Ontario; Louis V. Filteau, King's Printer for Quebec; J. A. Monoghan, Halifax; F. S. Lister, Fredericton; J. B. Lapointe, C. H. Tice, Victor Guerin and Thomas Larkin, Montreal; A. L. Lewis, C. B. Ames and John M. Imrie, Toronto; C. W. Young, Cornwall; F. H. Dobbin, Peterborough; McLellan and George H. Saults, Winnipeg; and R. A. Godson, MacLeod.

Mr. Parmelee was unable to be present at the opening session and in his absence an informal discussion on the question of prices for Government printing took place. The opinion of the meeting was that the printers and publishers present should prepare a revised schedule of prices and ask the various King's Printers to adopt it as a basis of payment for work done in commercial printing plants. King's Printer Hooper, Cameron and Filteau then withdrew from the conference and the following schedule (arranged as is the present one) was adopted:

The rates quoted hereafter are for work done during regular working hours, overtime to be charged at price and a half, and are for east of Port Arthur only; Port Arthur and West to Western boundary of Manitoba add 25%; Saskatchewan, Alberta and British Columbia add 50%.

TYPESETTING.

Straight matter, in page or made up	$ .95 per M ems.
Catalogue matter, 3 columns without rules in page or made up	1.45 per M ems.
Tabular matter, 4 columns with or without rules	1.90 per M ems.
Foreign languages and scientific	1.45 per M ems.
Author's alterations and time work rate:—	
Linotype	$2.00 per hour.
Monotype keyboard and caster combined	2.75 per hour.
Hand work	1.25 per hour.

Type kept standing: Linotype and monotype matter, one half cent per square inch per month after first month; foundry type matter, two cents per square inch per month after first month.

The above prices are for work to be done during regular working hours only; work requiring overtime to be charged at price and a half.

PLATEN PRESSWORK.

Size sheet up to	Grade D. Make Ry	Grade D. Per M	Grade E. Make Ry.	Grade E. Per M	Grade F. Make Ry.	Grade F. Per M
8½x 11	$ .50	$ .85	$ .75	$1.00	$1.25	$1.45
10 x 15	.75	1.15	1.15	1.30	1.90	1.45
13 x 19	1.15	1.40	1.70	1.55	2.85	1.80
14 x 22	1.70	1.70	2.50	1.95	4.05	2.25

Grade D. Envelopes printed on corner, cheap cards, or forms, printed in black ink.

Grade E. Better grade of job work, printed on bond paper, bristol board or cover paper in one color ink.

Grade F. Halftone work, a two color ink work requiring close register.

Locking-up forms for press, $1.25 per hour.

CYLINDER PRESSWORK.

Size Sheet.		Grade A.	Grade B.	Grade C.
38 x 52	First M impressions	$11.25	$18.00	$24.75
38 x 52	Subsequent M	2.25	2.40	2.65
30 x 42	First M impressions	9.00	13.50	22.50
30 x 42	Subsequent M	2.25	2.40	2.65
25 x 38	First M impressions	6.10	9.45	15.20
25 x 38	Subsequent M	1.70	1.85	2.05
19 x 24	First M impressions	4.35	7.25	10.15
19 x 24	Subsequent M	1.45	1.60	1.85

Grade A. Type or plates, no illustrations, black ink on M. F. or cheap S. C. paper.

Grade B. Type or plates with line or wood cuts, one color ink on S. C. paper; or work in two colors ink not requiring close register; or rule work or work with two small half tone cuts.

Grade C. Fine half tone work on coated or S. and S. C. paper; or color work requiring close register.

Locking-up forms for press $1.25 per hour.

PAMPHLET BINDING.

Folding	One fold	Per M	$ .50
	Two folds	Per M	.95
	Three folds	Per M	1.40
	Four folds	Per M	1.85

If oblong add 10 per cent. to above.

Gathering	Per M signatures or sheets		.30
	Covering for saddle work	Per M	.50
Inserting	Per M pieces handled		.25
Wire stitching up to 5 signatures			
	Saddle stitch per M stitch		.35
	Side stitch, per M stitch		.45
	Additional signatures at .5 cents per M stitches saddle stitch, and 6 cents per M stitches side stitch.		

Trimming 16 pages and cover	Per M	.75
32 pages and cover	Per M	.85
64 pages and cover	Per M	1.00
Over 64 pages and cover add 5 cents per M on each additional 16 pages.		
Covers Pasted or glued on,		
Up to 64 pages	Per M	$1.95
Over 64 pages add 5 cents per M p r signature.		
Price are based on S. C. book; if coated paper add 25 per cent.		
Prices are based on sizes 4 x 6 up to 7 x 10½. If larger or smaller add 10%		

	Per M.
Double thread silk stitch, knot inside	$5.50
Silk floss	7.75
Cutting sheets at head	.75
Cutting sheets at head and side	1.25
Pasting or tipping in plates	1.00
Wrapping for mail rolled exclusive of paper	1.00
Wrapping for mail flat exclusive of paper	1.50
Inserting in envelopes, flaps tucked	1.50
Round cornering 2 to 5 signatures	1.50
Over 5 signatures, each add. sig.	.15
Cards, per M corners	.25
Paper, per M corners	.10
Perforating per cut	.60
Numbering or paging	.65
Eyeletting	2.50
Punching—round holes	.35
Slot holes	.65
Pamphlets or pads 1 hole	1.00
Pamphlets or pads 2 holes	1.50
Stringing pamphlets (punching extra)	1.50
Reinforcing front and back (up to 7 x 10½)	10.00
Cloth strip on back (up to 7 x 10½)	10.50
Cutting machine per hour	1.25
Ruling machine per hour	1.25
Parcelling and pasting on label, each	.05

	Each.
Padding, with glue, composition or crash up to ⅜ in...	
Up to 4¼ x 6	.01½
Up to 6 x 9	.02
Up to 9 x 12	.02½
Up to 11 x 14	.03
Up to 12 x 18	.05

FACTUMS.

Set in 12 pt. type, cover to count as two pages, 50 copies (including typesetting, presswork, paper and binding) per page (cover to count as 2 pages)	$2.00
For 100 copies, 10 cents per page extra.	

These prices were submitted to Mr. Parmelee at a conference on October 25, and he promised to give them serious consideration. They were approved by the Second Canadian Printers' Cost Convention at its closing session, and the chairman and secretary of the incoming Canadian Printers' Cost Commission were appointed a committee to co-operate with representatives of the various press associations throughout Canada in an effort to secure their adoption.

The question of prices for election printing was left in abeyance for the present. Early in the new year a committee representing the various press associations will wait upon the Dominion Government and request the adoption of a fixed schedule of prices for the various forms.

New Western Master Printers Association

A MEETING of the committee appointed at the Calgary Cost Congress to further the work of organization of Western printers, was held in Saskatoon on September 27, when an association to be called the Interprovincial Master Printers' Association was formed. Officers were elected as follows:—President, C. H. Hayes, Edmonton; Vice-president, A. H. Barker, Regina; Secretary-Treasurer, R. A. Godson, Macleod; Executive Committee, A. H. Barker, Regina (chairman), and Messrs. Young, Saskatoon; Jordan, Lethbridge; Sherwood, Calgary and Galbraith, Moose Jaw. Meetings of the Association will be held alternately in Saskatchewan and Alberta, the 1913 meeting being set for Regina.

The objects of the Association as set forth in the constitution, are, (1) to secure mutual advice, co-operation and assistance in all matters affecting trade conditions in general; (2) To meet from time to time for discussion and dissemination of reliable information relative to the best methods of conducting the printing business from the standpoint of practical experience and by means of approved business lines; (3) To create a wider knowledge of the elements of cost and what constitutes a proper remuneration for the services rendered, to the end that competition may be honorable and just and therefore more satisfactory.

It is the intention of the Association to try and have every office in Alberta and Saskatchewan install a cost system. R. S. Van Pelt, organizer for the U. T. A., is doing good work in the West and nearly all the large city plants are installing the Uniform Cost System. It is hoped that by the next meeting of the Association, every printer will so know his costs that the Association will be able to print a uniform price book.

A pleasant evening was spent with the printers of Saskatoon, who gave a dinner to the committee, which was much enjoyed. Those present were R. S. Van Pelt, Chicago; C. F. Hayes, Edmonton; Frank E. Jenks, manager of the Calgary Master Printers' Association: R. C. Sherwood, Calgary; A. H. Barker, Regina; Matthew Esdale, Ottawa; H. F. Gay, A. M. Jones, A. R. Alloway, W. J. Young, J. Cairns and F. Fowler, Saskatoon.

Publicity Men Plan Big Things

BIG things are being planned by the Montreal Publicity Association. This was made clear at the annual meeting, held recently, when the advisability of securing permanent quarters was discussed. This is left in the hands of a special committee, and indications are that the project will go through.

Reports of the past year's work given by Theodore G. Morgan, First Vice-President, by W. Tait, Honorary Secretary, and E. L. Tuck, Honorary Treasurer, showed the club to be in a strong position—quite capable, indeed, of undertaking the big things planned. Before the meeting broke up officers were elected as follows: W. H. Goodwin, honorary president; L. R. Greene, president; E. Montet, first vice-president; S. W. Tilden, second vice-president; H. B. Irwin, honorary treasurer; Frank Jones, honorary secretary; A. L. MacDougall, E. J. L'Esperance, E. T. Sayers, R. J. Hart, W. J. Cameron and J. H. Thompson, directors. Chairmen of committees: T. G. Morgan (art); E. L. Tuck (finance); H. A. Robert and T. H. Cunliffe (publicity); R. McGlaughlin (programme); A. C. McPhee (membership); and M. F. House (educational).

Thirty Years of Service

MANY unique things happen every day in print shops but one of the oddest in a long time was an afternoon tea served in the offices of the Southam

Press, Toronto, on October 2, in honor of J. W. Norman, master printer. Mr. Norman has given the greater part of his life to the work of building up quality printing. He has preached the gospel of good work to the employes of the Southam Press for thirty years. His influence has radiated into other print shops in Toronto and has done much to build up the city's reputation as the home of quality printing.

J. W. Norman, master printer, is very little heard of perhaps. He is one of those big men who make little noise, but one whose work is speaking for him. Quiet, kindly, good-natured, he is loved by all his fellow-workers. He comes to his office every morning with the thought of doing greater things for his calling—primarily for the Southam Press, but also for the world of printing outside. Because Mr. Norman has endeared himself to his staff, they celebrated his thirtieth anniversary on October 2, and as a token of their high esteem presented him with a beautiful gold watch and Mrs. Norman with a large basket of flowers.



GROUP OF SOUTHAM PRESS EMPLOYEES, TORONTO
Assembled to celebrate J. W. Norman's 30th Anniversary

Printer Uniform Prices for Municipal and Fairwork

AT a meeting in Chatham, on Friday, November 1, the Essex and Kent Printers' and Publishers' Association decided to notify the municipal, township and county clerks of the two counties of an increase in prices for municipal, township and county printing. The secretaries of the agricultural societies will receive a similar notice in connection with the printing of prize lists. The notices will be sent in the name of the association and signed by its officers. The increases will be to the prices for these classes of work in the price list adopted by this association a few months ago. These prices are as follows:

Financial statements and auditor's reports: 200 copies, $1.75 per page; each additional 100 copies, 15 cents a page; cover to count as four pages.

Voters' lists: If an average of 25 names or less to a page, $1.75 per page for 200 copies; if more than 25 names to a page the price to be increased proportionately.

Prize lists: 500 copies, $2.00 per page; each additional 100 copies, 15 cents a page; cover to count as four pages.

Seventeen plants in Essex and Kent Counties have adopted the association price list and an effort to secure its adoption by the remaining plants will be made at once.

John M. Imrie, secretary of the Canadian Press Association, was present at the meeting and gave a talk on the subject of "Some Phases of the Work of a District Press Association." Others who were present are: J. A. McKay, Windsor *Record;* A. C. Woodward, Chatham *News;* S. Stephenson, Chatham *Planet;* W. R. Davies, Thamesville *Herald;* Charles Clark, Comber *Herald;* A. A. Whitwam, Leamington *Post-News;* John Auld, Amherstburg *Echo;* R. R. Brett, Essex *Free Press;* Theo. Pickering, Blenheim *News-Tribune;* T. N. Wells, Dresden *Times;* W. R. Baxter, Baxter's Printing Office, Chatham.

Among The Job Offices

Matthew Esdale, Esdale Press, Ottawa, returned the second week of October from a six weeks' trip through Western Canada.

A syndicate headed by Douglas Murray, of the Murray Printing Company, Toronto, and T. E. Milburn, of the T. E. Milburn Company, has purchased the Bishop Strachan School property, near the corner of College and Yonge Streets, Toronto, for $450,000. It is understood that on the west side the Murray Printing Co. will erect a new printing plant.

The Standard Publishing Company, a Baptist institution, has secured a permit to erect a three-storey brick printing office at 223 Church Street, Toronto.

Chester B. Ames, secretary of the Graphic Arts Board of Trade of Toronto, addressed the Toronto Ad. Club on October 22 on the subject of "The Cost of Printing." He explained in a general way the Standard Uniform Cost Finding System and how it protects the customer from errors in charging. Mr. Ames passed around a catalogue page, and asked the members of the club (including a number of printers), to estimate the time that would be taken in the composition of this page. The estimates ranged from three hours to nine hours. It was announced that the actual time was five hours.

H. L. Rous, president and manager of Rous and Mann, Limited, Toronto, returned about the middle of October from a two months' holiday in Europe.

Consolidated Press, Limited, and Grip, Limited, moved during the week of October 28 into the new structure known as the Graphic Arts Building that has been erected for their joint occupancy at the corner of Shepherd and Richmond Streets, Toronto.

The Southern Alberta Printers' Board of Trade and the Southern Alberta U.T.A. met in Lethbridge on Nov. 2 and heard the report of the Second Canadian Printers' Cost Convention from R. A. Gadsby, of the MacLeod Advertiser. These associations are now holding regular meetings on the first Monday of each month.

The EDITORS' VIEWPOINT

OF INTEREST TO BOTH PRINTERS AND PUBLISHERS

The Success of the Montreal Convention

WHILE numerically the attendance at the Second Canadian Printers' Cost Convention fell slightly below that of the first convention held last spring in Toronto, it is safe to say that the Montreal gathering was more representative of national printerdom. Delegates were present from every province in the Dominion with the single exception of British Columbia, a fact which speaks volumes for the energetic labors of the local committee. Never before has there been such a widespread interest in any movement tending towards the betterment of conditions in the printing trade.

The vital step taken at the convention, whereby the newly appointed Canadian Cost Commission was instructed by unanimous vote to seek affiliation with the United Typothetae of America, augurs well for the future of the craft. It means that, granted the affiliation is carried through, and there would seem to be no doubt that such will be the case, Canadian printers will immediately come under the influence of a highly organized movement looking towards the education of the trade in proper methods of cost accounting and business administration.

The fear that the affiliation would place the printers of Canada in a position where they would be dictated to and otherwise interfered with by American printers was shown by representatives of the U. T. A. present at the meeting to be groundless. The U. T. A. is not a political organization and its interest in Canadian printers is purely a friendly one. At the same time it must be recognized that the entire printing trade of America is united by general interests and that where any section is suffering under the blight of harmful conditions, the whole trade will be affected. The welfare of Canadian printers is necessary to the complete prosperity of United States printers.

While every printer, who attended the Montreal convention, was convinced of the wisdom of the step, there may be some loyal Canadians, not present, who will be inclined to shake their heads and maintain that a purely Canadian organization would have been preferable. To this, there can be but one reply. The collective wisdom of the three hundred printers assembled from Macleod to Halifax pronounced it impossible under present conditions to organize a successful Canadian association. It is out of the question in this space to detail the reasons which actuated them in making this decision but the fact that there was not a dissenting voice shows that they were convincing reasons.

In this connection it is worth noting that the Convention recognized the desirability of having a Canadian association later on. In the resolution which was passed it was distinctly stated that affiliation with the U. T. A. should only be continued until such time as Canadian printers could stand on their own feet. Possibly, the affiliation scheme may prove to be so satisfactory that such an alternative will never become necessary but at any rate the loop-hole has been left. In much the same way the new Interprovincial Master Printers' Association of Alberta and Saskatchewan have placed in their constitution the article, "This Association shall affiliate with the United Typothetae of America, until a National Canadian Association is deemed advisable."

The other important legislation put through by the Second Cost Convention related to prices for government printing, full particulars of which are recorded in this number. The new scale of charges adopted is based on reasonable costs. The general feeling was that governments, both Dominion and provincial, should be treated precisely as ordinary customers and charged for work on that basis. It was not sought to single them out for exceptional treatment either in the way of over or under charges. Just as the government is appealed to as an arbiter to settle fair wage disputes, so it should be expected

itself, when employing printers to do its work, to pay them a fair wage. This is all that the Convention asked.

Apart from these two notable resolutions, the Convention did much excellent business and listened to a lengthy list of helpful addresses. There was a fraternal spirit in evidence which bids fair to make future conventions equally if not more successful. The Montreal printers showed themselves admirable hosts and spared no effort to make the crowd of visitors feel at home.

The Encouragement of Unfair Competition

IT IS debatable up to just what point a supply house is warranted in encouraging the establishment of new printing plants in towns in which the business is already well distributed. The situation is oftentimes a delicate one. No supply house can refuse to sell to any individual or company which approaches it with cash or first-rate security. It is its duty to provide the machinery and goods that are required, just as it is the printer's duty to fill orders brought to him from any reliable source.

Where the shoe begins to pinch, however, is in cases in which the supply house practically sets up a rival printer, giving him extensive credit and enabling him to cut into the business of established shops. There is a point at which business ceases and unfair competition begins and in its own interests the supply house should guard carefully against overstepping the mark. No one can object to a regular sale of material to responsible parties, even where there is small prospect of a successful outcome to the undertaking, but there is serious objection to a spurious sale, in which the supply house and not the purchaser takes the virtual responsibility.

At the present time there is a great and widespread movement to better conditions throughout the printing trade and to place the business everywhere on a solid and profitable basis. In this movement the supply houses share to the extent of deriving benefit from dealing with solvent printers of improved credit. Their risk of loss is minimized. Why should they then seek to undo what has been gained, by bolstering up "bedroom" printeries, that cut into the regular trade and impose discouraging conditions on those who seek better things?

We do not wish to be misunderstood in this matter and again repeat that there is no intention of criticizing legitimate business. What we do advocate is a little care and a little consideration in dealing with newcomers of uncertain credit in towns where the printing business is already well cared for. While a supply house cannot be expected to refuse to sell to anyone with the money to buy, even to safeguard the interests of its best customers, it can and should exercise some discrimination in extending credit to doubtful parties.

A More Even Distribution of Advertising Space

THE POLICY adopted by W. M. O'Beirne, publisher of the Stratford *Beacon,* in addressing a frank request to advertising agencies and direct advertisers to use space in those issues of his paper which do not usually carry the heaviest amount of advertising, is to be commended. His circular on the subject is a plain and outspoken statement of fact, which is bound to receive the favorable attention of those to whom it is addressed. Other publishers might do worse than follow in his footsteps, the matter being one of mutual advantage to publishers and advertisers.

Mr. O'Beirne's contention is that the trend of modern advertising has been towards using certain issues of a daily, and practically ignoring the others. In his view, the Tuesday, Friday and Saturday editions are now receiving the bulk of the advertising patronage, while the Monday, Wednesday and Thursday papers are little used. Circulation on such a paper as the *Beacon* is nearly uniform from day to day, the street sales being comparatively small, and for this reason one issue is quite as good as another for general advertising. In his circular, Mr. O'Beirne points out that advertisers, by placing copy in the less-used issues, will not only receive better services from the publisher, but will probably secure better returns from the public.

We believe that there is a great deal to be said in favor of Mr. O'Beirne's contention. In the issues with a minimum of advertising there is usually a better supply of reading matter and from the reader's standpoint they are more valuable than those issues in which the advertising overshadows the editorial columns. It is true that a good advertisement will stand out even in a crowded paper, but the chances are it will be more effective where it is not mixed up with a lot of other advertising.

The PUBLISHERS' SECTION

The Analysis of Circulation — What One Publisher Has Done

By Arthur Conrad

IT IS a noteworthy feature in modern advertising that the advertiser is beginning to pay more and more attention to the character of the circulation he purchases. Hitherto it has been largely a case of quantity. The more copies of a newspaper that were circulated, the more publicity he believed that he was securing, notwithstanding that a large portion of the circulation was distributed among people who would never buy his product. To-day this hit-and-miss policy is being overhauled and the advertiser is asking all sorts of questions about circulation, with a view to getting the best possible results from the expenditure of his advertising appropriation.

In line with this new method, at least one Canadian periodical has taken steps to analyze its circulation so that it might be in a position to inform its advertisers thoroughly about the field it covers. W. G. Rook, the manager of the *Canadian Home Journal*, is responsible for this innovation, which is bound to have far-reaching results, and in connection with his work for the *Journal* he has amassed a wonderful amount of valuable information.

A DIFFICULT TASK MADE EASY.

At first sight it may appear to be an almost impossible task to acquire details about the persons and habits of readers and to learn particulars about their homes. But Mr. Rook solved the difficulty with ease. He purchased the information from the readers themselves and that very cheaply. All that it cost him was a page of space in the August number of the *Journal* and a supply of copies of a picture. The page contained a half-tone reproduction of the picture, with an offer that the picture would be sent free to any reader who would answer a series of questions, which accompanied the offer.

The ruse, if such it could be called, worked. Answers to the questions came pouring in and copies of the picture, neatly done up in tubes, went streaming out. Readers were gratified at earning such a nice picture so easily and the publisher of the *Journal* was delighted with the mass of extremely useful information which he had secured so cheaply.

QUESTIONS THAT WERE ASKED.

The questions that were asked were numerous and very much to the point. They were as follows:

(1) How many persons read your copy of this magazine?
(2) Do the men of your family read this magazine?
(3) What becomes of your magazine?
(4) Do you read any other weekly or monthly publication; if so, which ones?
(5) What is the value of the property you occupy?
(6) Do you own or rent your home?
(7) How many rooms are in your home?
(8) Do you use steam, hot water, hot air, or stoves, to heat your home?
(9) How do you light your home?
(10) Do you cook with coal, gas, wood, or oil?
(11) What make of kitchen cabinet do you use?
(12) Have you free mail delivery?
(13) Do you use a vacuum cleaner?
(14) Do you raise chickens?
(15) What make of incubator have you?
(16) What brand of paints do you use?
(17) What brand of toilet and laundry soap do you use?
(18) What make of piano do you use?
(19) What make of organ do you use?
(20) What make of talking machine have you?
(21) What make of tooth powder or paste do you use?
(22) What make of dyes do you use?
(23) How many live in your home?
(24) Have you or will you soon have electric current in your home?
(25) What make of washing machine do you use?
(26) Do you buy advertised articles?
(27) If so, why?
(28) Do you buy flower or vegetable seeds?
(29) From whom do you buy?
(30) What make of corsets do you buy?
(31) Have you a rain coat?
(32) What make of shoes do you wear?
(33) What catsup do you use?
(34) What tea do you use?
(35) What baking powder do you use?
(36) What flour do you use?
(37) What breakfast food do you use?
(38) What make of silverware do you use?
(39) What make of automobile do you use?
(40) Do the advertised articles you buy give satisfaction?

Replies from one in every thirty-two subscribers of the *Canadian Home Journal* were received and the information tabulated. It was assumed with a fair degree of reasonableness that one in thirty-two was a good average and by multiplying the figures by thirty-two and reducing to a percentage, the result furnished a fair approximation of the actual situation.

A POWERFUL HELP IN SOLICITATION.

With the result of the plebiscite, in that it showed such and such goods to be in greatest demand, etc., it is unnecessary to deal. The *Canadian Home Journal* wanted the information for a special purpose and it asked these particular questions which best served its needs. The point to be noted is that the publishers of the magazine realized that it would be a powerful influence in soliciting advertising if they could furnish accurate data about their readers. It was not enough to say that their publication went into a

certain number of homes. Far more important was it to be able to tell what class of people read the paper and the likelihood of their purchasing such and such an advertised product.

As a basis, the first questions were directed towards ascertaining the financial condition of the *Journal's* readers. The replies showed that they were a comparatively well-to-do class of people, living in homes, which they mostly owned themselves, and leading a comfortable life. This established the fact that they were in a position to purchase home comforts. Next it was ascertained to what extent their homes were equipped with such articles as furnaces, stoves, vacuum cleaners, kitchen cabinets, pianos, organs, talking machines, etc. With this definite information a canvasser could approach a prospective advertiser and tell him precisely what chance he had of selling his product to readers of the *Journal*. If vacuum cleaners were in question and it was shown that ten per cent. of the homes into which the paper went were equipped with them, then there was a prospective field of ninety per cent. to whom the advertising could be addressed.

TYPICAL INSTANCE OF VALUE OF ANALYSIS.

A typical instance of the effectiveness of this method of tabulating results was found in the case of chickens. It was found that seventy-eight per cent. of the readers of the *Journal* raised chickens, but that only a very small percentage used incubators. This in itself provided a splendid argument why the manufacturers of incubators should run educative campaigns.

When it came to branded articles such as soap, paint, shoes, tea, baking powder, flour and breakfast foods, the results showed the pre-eminence of certain makes. This information would naturally be of exceptional value to the manufacturers of the various products. In the case of the leading brands, it would mean an incentive to continue advertising in order to maintain their position; in the case of those behind, it would mean a reorganization of advertising methods.

The publishers of the *Home Journal* are putting out a booklet containing detailed results of their plebiscite, with a running comment on its meaning. This booklet possesses quite a bit of news value, apart from its immediate utility as a business-getter for the *Journal*. It may be taken as a description of the average Canadian home and as such it has an economic and sociological value.

OTHER PUBLISHERS SHOULD IMITATE.

Other Canadian publishers might well take a leaf out of the book. They should recognize the modern tendency of advertisers to analyze circulation and endeavor as far as possible to meet their requirements by being able to produce some definite information about their readers. For example, the weekly newspaper should make a beginning by showing what proportion of its circulation goes into the homes of farmers; then it might study out the condition of the farmhouses where it circulates, etc. The same should be done for urban subscribers and by degrees a volume of extremely useful information would be compiled.

The new farm weekly, *Canadian Countryman,* is already making a start in compiling information about its subscribers. On the back of each subscription form, space is left for the insertion of answers to a number of questions. These answers will be tabulated and the publishers will then be in a position to answer intelligently questions about the character of the papers' circulation.

The Publisher and Trade Mark Sales

CO-OPERATION between manufacturer, retailer and newspaper publisher proved a good thing for Ottawa publishers recently, when a local drug firm, operating five stores in the capital, organized and carried out a special trade mark sale. The idea should appeal to other publishers throughout Canada and for their benefit some explanation of the plan may be found useful.

Allen & Cochrane, the druggists referred to, are agents for several exclusive lines such as the Rexall goods, Vinol, etc., and also carry other non-exclusive nationally advertised lines, their policy being to stock every day drug articles that are nationally advertised. The idea at the basis of their sale was to connect their name so strongly with advertised goods of all kinds that whenever people see an advertisement or think of advertised goods, they will unconsciously think of the Allen & Cochrane stores, as the place to go for the goods.

The special campaign mentioned was planned well in advance. Manufacturers were interested by a series of convincing letters that demonstrated the earnestness of Allen & Cochrane and that their proposition was a legitimate one. Then they opened out with two introductory advertisements of one thousand lines in two Ottawa dailies and followed this up with one big advertisement of almost a full page each on three different pages of the same papers on different days. These were followed by other large advertisements every day for two weeks.

Additional effect was given to this newspaper campaign by the tagging of every house in Ottawa and Hull with a large card drawing attention to the sales; the stores and their windows were given over entirely to the display of the advertised goods, and every display carried a distinct yellow card, with the firm's trade mark lettered in black. Streamers were run across all the store fronts, emphasizing the slogan, "If it is advertised, Allen & Cochrane have it."

The actual selling results of the sale were immensely gratifying and after benefits have been noticeable.

New Canadian Newspaper Syndicate

A DOMINION charter has just been granted to Canadian Writers, Limited, a co-operative organization of journalists, who will supply weekly magazine features to the newspaper press. The president and manager of the company is Kenneth Douglas, of Toronto, a free lance writer. On the directorate figure the names of Marjory MacMurchy, M. O. Hammond and C. O. Knowles. The capital is one thousand dollars, divided into twenty shares of fifty dollars each. It is proposed to start operation with a magazine page, consisting of a number of special features, including work by Peter McArthur, Kenneth Douglas and others. Later this will be supplemented with other features. Several papers in the larger Canadian cities have already contracted for the Canadian Writers' service.

The Increasing Vogue of the Pyramid Style of Make-up

By A. B. Knight

SEVERAL Canadian newspapers have already fallen in line with the practice of a number of the leading newspapers of the United States by adopting the pyramid style of make-up in placing their advertising. The pyramid style may be briefly defined as the method by which advertising is built up from the lower right hand corner of the page, the large ads. being placed automatically at the bottom and the smaller ones on top, gradually tapering off to the upper left hand corner. The idea is well illustrated by the accompanying page reproduction from the Toronto *Daily Star*.

There are numerous advantages in this innovation. Primarily it is calculated to improve the typographical appearance of each page, enabling the editorial department to display its news features more satisfactorily. Where there were several fixed positions, often occupying space at the top of the page, it was absolutely impossible to work in good display heads or to place half-tones properly. Indeed, half-tones were not to be thought of. The new plan has reversed all this and given splendid opportunities for both headings and illustrations.

In the second place, the pyramid style renders the process of make-up much simpler, thereby saving time in the composing room. By dispensing with fixed positions, the advertising manager is relieved from the worry attendant on negotiating for them, the bookkeeping department is freed from the detail involved in their accounting and the make-up men are saved the bother of providing for their insertion in specified positions. It is an all-round saving of time, which is an important element.

Advocates of the new style point out that advertising really becomes more effective when treated in this way. Of course, there have been kickers. Some advertisers believe that top of column is the only effective place for their copy and they object strenuously to taking any other position. But there is undoubtedly a great deal of truth in the contention that the average newspaper reader seeks out the news headings that appeal to him first and follows the reading matter down the page, passing by the ads. that stand at the top of the columns and running directly into the ads. that lie at the bottom. Large space ads. stand out prominently in any position and lose nothing by being placed in the lower portion of the page, while the smaller ads. under the new system get relatively stronger positions.



The Old Style of Make-up in Which Fixed Positions for Advertisements Play Havoc With the typographical Appearance

The two pages which are shown with this article were compiled by W. C. R. Harris, business manager of the Toronto *Daily Star*, in connection with an address on the subject of the pyramid style of make-up which he delivered before the Toronto Ad. Club. They illustrate the idea far better than any word picture could do. One notes the marked improvement in the typographical appearance, the splendid opportunity for display and the collective force of the advertising. In brief, the *Star* in the new form becomes a much more attractive and readable newspaper. Its value as an advertising medium is increased in far greater proportion than the loss of preferred positions

would diminish the efficacy of any advertisement. Readers appreciate the paper more, which after all is the basis for greater efficiency as an advertising medium.

In connection with opportunities for display, it might be pointed out that under the new system it is possible to run large half-tones on almost any page of the paper. Hitherto a single column portrait cut was about all that could be managed. Now, three and four column pictures can be readily inserted. That this adds to the value of the paper is obvious.

Mr. Harris referred in his address to the experiences of several newspapers which had adopted the new style. Some of these opinions may prove interesting to such Canadian publishers, as are interested in the idea.

The business manager of the *Atlanta Journal* says, "We have been using this style for some eight or nine months and find it altogether satisfactory. The advertisers, though somewhat doubtful at first of the effect upon their copy, have now fallen into line and like the make-up about as much as we like it."

The Detroit *Free Press* says, "We are firm advocates and believers in the pyramid style of newspaper make-up. In the first place, we believe in it because of the advantages it gives the editorial department in making up and arranging their part of the paper. In the second place, we are able to give advertisements just as choice and valuable position as in the old make-up. . . We encountered some little opposition when we first inaugurated this change, but the advertisers have grown to see that they are being just as well taken care of as under the old methods."

The New York *Globe* writes, "We consider the new way of making up from the bottom of the page far preferable to the old way. We receive an occasional kick from an advertiser but, when you take into consideration how greatly improved is the appearance of the page by having news, with decent-sized heads, across the top, I think you will agree with me that it is the wise stunt. Then, too, it gives the little fellow a chance."

The Philadelphia *Evening Telegraph's* advertising manager says, "I believe the present method of pyramid construction in the make-up of the advertising columns of the *Telegraph* is the only practical way it could be done. We have less complaints from advertisers than if we tried to favor one over the other. I have had experience on two other newspapers that built from the top and where ads. were of equal size we had considerable trouble by advertisers not receiving favored position. The more advertisements a newspaper carries, I think the more necessary they find it to construct the paper as we are now doing."

The New York *World,* "has been working the pyramid system of make-up for at least fifteen years and has found it works out satisfactorily. There are, of course, some who raise objections, as there always are; but with the volume of advertising we carry, it is impossible to make up the pages otherwise."

The *Jersey Journal,* Jersey City, says, "We feel that the pyramid system of make-up is the only logical and fair way of treating all advertisers. The merchant who uses large space can well afford it as he, as you know, obtains direct results from the advertising. On the other hand, take the smaller advertiser, who uses an inch or two inches of space; by using the pyramid system, you have a chance to give all a much better position and, as a rule, are able to bring them all next to reading, whereas in the old way of building the larger ads. at the top and the smaller ads. underneath, it does not give the small advertiser much of a chance. . . It also is a convenience to our make-up men. The foreman of the composing room can build his paper much better and quicker by using the pyramid system. . . As a rule, people read the paper from the top and not from the bottom, as by reading from the top, they are apt



When the Pyramid Style is Applied to the Opposite Page, Note the Marked Improvement in Appearance

to come across the ad. as the eye is going down the page and are more likely to read it than if the advertising was placed at the top."

W. J. Taylor, of the Woodstock *Sentinel-Review,* has applied the idea to several pages of his paper. He says, "I am inclined to the belief that the advertisements being massed together are more attractive than if scattered helter-skelter over the page. A solid mass of advertising seems to act on the eye like a magnet on a piece of steel. I can further say that I know more about what is advertised in the *Sentinel-Review* where it is massed than where it is scattered. It seems to require too much time and too much labor to read the advertising when it is scattered all over the paper, but when it is massed, one is almost able to take it in at a glance. We also find it simpler where a man wants to come in on a certain page that is already pretty well filled up with contracts. We have found this very difficult under the old system, where a dozen or so advertisers had special positions in various parts of the paper."

Circulation in the United States

IT WOULD appear as if those Canadian weekly newspapers and class publications which have registered their publications for delivery by United States mail at such border post offices as Buffalo, are expected to comply with the new United States postal law. This law, as explained more fully on page 64 of the October issue of *Printer and Publisher,* requires all newspapers and periodicals to file statements regarding ownership, all daily newspapers to furnish statements of circulation, and all publications to indicate when reading matter is paid for. Much doubt has been expressed as to the power of Congress to enact such a measure, and it would certainly appear as if the application of the law to Canadian publications was entirely unwarranted.

In order to test the validity of the law a proceeding has been instituted by the *Journal of Commerce and Commercial Bulletin* of New York against the Postmaster-General of the United States and others. This action is backed by the American Newspaper Publishers' Association, whose attorneys are acting in the matter. On October 15th, the complainant company filed their appearance and a demurrer to the bill of complaint. The Judge immediately granted a formal decree sustaining the demurrer and allowed an appeal to the Supreme Court of the United States. The latter body has advanced the case for argument on December 2nd.

Meanwhile members of the A. N. P. A. have been cautioned that this action will not serve to stay the enforcement of the law against other publishers failing to comply with its requirements. They must either furnish the necessary statements on receipt of the ten-day warning from the Post office or else obtain an injunction in a proper proceeding. So far, no notices have been sent out, and therefore it has been impossible to apply for injunctions.

So far as Canadian publishers are concerned, the Canadian Press Association is watching their interests. In a circular issued on October 17, those publishers who have decided to delay compliance with the law until its constitutionality has been tested, are requested to send in their names to the secretary, who will keep them posted regarding further developments.

Annual Meeting Ottawa Valley P.A.

The Ottawa Valley Press Association held its annual meeting in Ottawa on Friday, October 25. The principal business transacted was the appointment of a committee consisting of James McLeod, Almonte *Gazette;* D. A. Jones, Pembroke *Observer;* and W. E. Smallfield, Renfrew *Mercury,* to formulate a cost system suitable for adoption by the Association. This followed the delivery of an address by Mr. Smallfield on, "How the Cost System Works Out."

The officers elected for the next year were: President, R. A. Jeffrey, Arnprior *Chronicle;* Vice-President, W. W. Walker, Perth *Courier;* Secretary-Treasurer, J. C. Williams, Arnprior *Watchman;* Executive Committee, James McLeod, Almonte *Gazette;* Charles Styles, Morrisburg *Herald;* D. A. Jones, Pembroke *Observer;* W. E. Smallfield, Renfrew *Mercury;* J. H. Ross, Smith's Falls *News.*

A feature of the meeting was a farewell address by Charles F. Stone, Perth *Expositor,* for many years secretary-treasurer of the Association, who is retiring from newspaper work to accept a government position. He gave some interesting reminiscences of his newspaper career.

Advertising Disguised as News

THE campaign to suppress the free reader evil is progressing. Here is the way James Cruikshank, manager of the Hanley *Herald,* dealt with a western security company, which had been flooding his office with so-called "news letters." "Your news letter is simply a poorly disguised free publicity offering," he wrote to them, "and as such will never be used by this paper while I am in charge. I am sending a copy of this letter to *Printer and Publisher* in the hope that, if they use same, other editors may take a similar attitude and inform your publicity agent that he is wasting his time and your money sending out every week a dozen or so news items about various Western towns in which your company is interested. The proper method for you to adopt is to buy some advertising space and pay for it in the regular way. I enclose a rate card and any business you send will have careful attention, but it must be business."

More Free Publicity Requests

ANOTHER free publicity bulletin has been issued from the office of the Secretary of the Canadian Press Association. Efforts to induce Canadian newspapers to donate their space to the exploitation of various places and products are constantly being made but, let it be hoped, with lessening success. The October budget contains the names of the Berliner Gramophone Co., Montreal; Scott, Hill & Co., Winnipeg; John Billings & Co., Winnipeg; D. R. Young, Masset, B.C.; the Dauphin Board of Trade; The Carlton and Ritz Hotels; Mackie & Co., Scotland; Toronto Symphony Orchestra; Ontario Sunday School Association; Russell Motor Car Co., through J. J. Gibbons, Limited; Horn-Baker-Smith Agency, Winnipeg, for Silkstone Guessing Contest; Catesby's, Limited, through J. J. Gibbons; Canada Cement Co., through Gagnier Advertising Service; Riordan Pulp and Paper Co., through A. McKim, Limited; Emerson-Brantingham Co., Rockford, Ill.; American Motor Co.; Moor Motor Co.; Packard Motor Co.; Hupp Motor Co. and Studebaker Corporation.

REVIEW *of* NEWSPAPER ADVERTISEMENTS

MOST of us form our opinions on first impressions. Our ideas of an object, incident or acquaintance are usually those which impressed us most vividly at the moment we saw them first or in the atmosphere we found them first. It is true these first impressions may not be altogether correct, but it would be difficult indeed to alter their effect. It is only natural that the printing press salesman with the happy grin, pleasant manner and neat attire should leave upon us a favorable impression. The grin induces it; the pleasant manner strengthens it; and the neat attire puts the last finishing touch toward creating the feeling that his proposition is of more than ordinary importance. In fact, we are partially won over before he presents his proposition, merely by the impression created by his appearance and manner.

What is true of human beings regarding first impressions is none the less applicable to an advertisement. The first impressions created by an advertisement have a great deal to do with the extent of its influence. Usually we form an opinion of an advertisement before we read a word of the text. What we notice first and what influences us first is the manner in which the advertisement is arranged, and our first impression of the advertisement will be formed on its appearance and arrangement.

Suppose you had occasion to glance over the newspapers in which appeared the advertisement illustrated by figure 1. Would the impression created by the arrangement of this advertisement be sufficiently pleasing to induce you to consider the contents of the advertisement? Would your first impression influence you favorably toward what it advertised? Well, hardly. You would undoubtedly associate the weak, untidy, unattractive arrangement of this advertisement with what it advertises, and your one conclusion would be that the appreciation of this shop's customers had been sadly misplaced.

Suppose, however, the advertisement that met your wandering glance was that illustrated by figure 2. Would your first impressions of this advertisement be any more favorable to the advertised goods than had been those of figure 1? Most assuredly. The pleasing arrangement and careful treatment would tend to induce favorable consideration of the contents of the advertisement.

It is obvious, then, that an advertisement can attain its highest efficiency only when due regard is paid to its arrangement. Like the salesman's selling talk, a great deal depends on the manner in which the advertiser's message is presented. To merely emphasize the selling points of an advertisement is not sufficient; one must be careful to arrange them in a manner that will please and attract.

Figure 3 is an excellent example of what careful arrangement will do for an advertisement. Though the reproduction does not do justice to the appearance of the original, it is evident that considerable attention has been given to essentials of good typographical arrangement. The neat and well balanced appearance leaves upon the reader an impression of quality, sincerity and of the importance of the subject at hand. It is also of a nature that would invite his careful consideration of the arguments of the text. The type used in this advertisement is responsible to a great extent for its attractive appearance. The lightface type chosen for the body of the matter and minor portions of the display is pleasing in its legibility and beauty of line, while the bold type used to emphasize the two main portions is not of an offensive or repulsive nature but is quite in keeping with the refined appearance of the whole advertisement. One point that speaks well for the good judgment of the compositor who set this advertisement and that adds considerably to its neat appearance is the fact that the paragraphs are not indented. Had the customary indentation been used, it would have been necessary to overrun the last word of each paragraph to a new line. This would have caused an unsightly gap of white space and spoiled the pleasing symmetry of the paragraphs. Quite frequently the appearance of an advertisement is spoiled because of lack of attention to such apparently trivial points as those above cited.

The main disadvantage of the arrangement of the advertisement illustrated by figure 4 is the crowded appearance resultant from setting the matter too large and in too wide a measure. As it appeared among the surrounding matter on the newspaper page, the crowded appearance was even more pronounced, and the type matter did not stand out with sufficient prominence, but conflicted with the surrounding type matter.

By comparing

Our Customers

APPRECIATION

of High Grade Printing keeps this

shop humping to fill orders.

Fig. 1

Our Customers' Appreciation *of*
High Grade Printing

keeps
this Shop
humping
to fill
orders

Fig. 2

this advertisement with that of figure 5 one will readily see the advantage of a little white space between the type and rules. The contrast caused by the use of the white space gives strength to the type arrangement and the general appearance of the advertisement is greatly improved.

In direct contrast to the treatment of the advertisement of figure 4 is that of figure 6. Here the advantages of white space have been put to an improper use. With the heading so near the top, the signature so close to the bottom and the advertisement surrounded by other matter, the central portion of this advertisement stood out quite prominently, while the heading and signature seemed to belong to the surrounding matter as much as to this advertisement. In fact, at first sight, the central portion appeared to constitute the whole of the advertisement. Such a division is entirely incorrect. There is a distinct connection between the three portions of this advertisement and therefore they should not have been separated. If an extensive use of white space seems desirable, it may still be called into play without separating the natural connection between the different parts of the advertisement. In figure 7 there is a sufficient amount of white space to cause the type matter to stand out prominently and lend the desired feeling of spaciousness to the advertisement, while, at the same time, the natural connection between the different portions of the copy have been preserved.

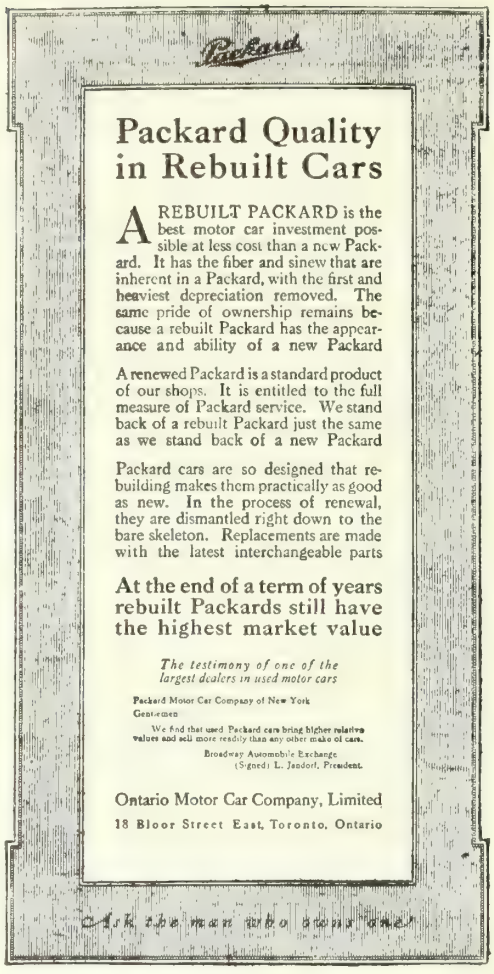


Fig 3

Figure 8 undoubtedly won the favorable attention of newspaper readers by its distinctive,though simple and dignified design. As newspaper advertisements go, a very pleasing effect has been secured without the necessity of utilizing time-consuming methods. Probably the only suggestion that could be offered for the improvement of this advertisement would be to set the signature in a size larger type.

The advertisement of figure 9 is also distinguished from the common run of newspaper advertisements by reason of its unusual and attractive arrangement, which for the most part is in accord with the principles of good typographical design. The design is divided in pleasing proportions, while balance and harmony have been well preserved. Though the emphasis of the heading is hardly commensurate with the size of the advertisement and would be improved if strengthened somewhat, the advertisement on the whole is distinctive and effectively arranged.

Chas. A. Roe (with the Campbellford, Ont. *Dispatch*), submits for review the advertisement illustrated by figure 10. Had as careful attention been given to the selection of the type and border as that given the arrangement of the matter it would undoubtedly have resulted in a model advertisement. If a single series of type of a simpler and more legible character had been used the present arrangement would have been greatly strengthened. A plain rule border would not have been so irritating as that used on the original.

A Pleasant Journalistic Interchange

AN interesting exchange of courtesies occurred on the occasion of the recent purchase of the New York *Press* by Frank A. Munsey. William Randolph Hearst, owner and publisher of the New York *American*, came out with a cordial message of welcome in the columns of his paper, to which Mr. Munsey replied in a like pleasant vein.

"The purchase of the New York *Press* by Mr. Munsey," wrote Mr. Hearst, "is a matter upon which the community can be congratulated. Mr. Munsey is one of America's greatest publishers with the highest ideas of the ethics and obligations of his profession. He is always honorable in his relations with his fellow publishers. He is always conscientious in his work, always admirable in his purposes and in his methods.

"Mr. Munsey



Fig 4



Fig. 5

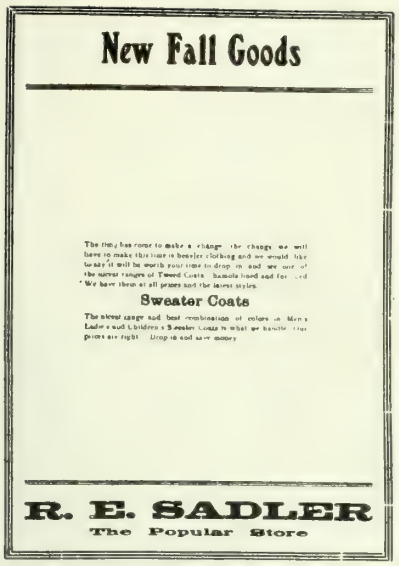


Fig. 6



Fig. 7

comes courageously to express his convictions and to support the cause of Mr. Roosevelt in this campaign. The need and the value of this contribution of Mr. Munsey to full and fair political discussion will be universally recognized by all liberal-minded men.

"Mr. Roosevelt has been unreasonably attacked and immeasurably abused by the more partisan press of New York city. Every act of his has been misrepresented. Every fact bearing upon him or his party has been distorted to satisfy the revenges or the prejudices of antagonistic editors.

"Whatever the citizens may think of Mr. Roosevelt, they must feel that he and his party are entitled to truthful newspaper publicity, and to just and fair presentation of their views and objects.

"My publications, therefore, though committed to the cause of Democracy, have offered their columns freely to Mr. Roosevelt and his advocates, merely in the interests of American fair play.

"Mr. Munsey will do more. He will devote his newspaper to the support of Mr. Roosevelt with characteristic ability and enthusiasm. The citizens, irrespective of their Presidential preferences, will be grateful to Mr. Munsey. They are anxious to see all sides of political questions fully and fairly presented in order that they may render wise and well advised judgment for the best interests of the country."

Mr. Munsey's reply was as follows: "I deeply appreciate this generous personal tribute from Mr. Hearst. Only a very big man can be so big. It is incomparably the finest tribute from one newspaperman to another, owning a competing publication, I have ever seen. This exceptional act means all the more in view of the fact that Mr. Hearst, who is now in Paris, cabled it to his newspaper, The New York *American*, and simultaneously with its publication reproduced in another column my statement to the public when I assumed control of this newspaper a week ago last Monday.

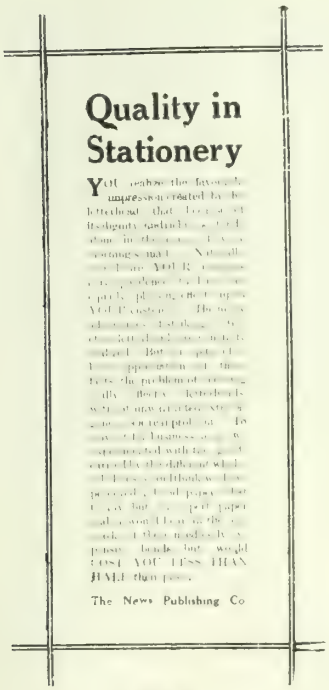


Fig. 8

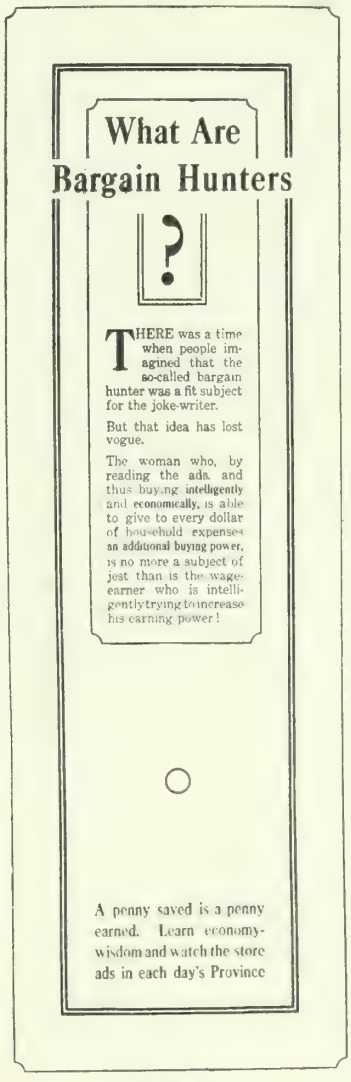


Fig. 9



Fig. 10

Some American Importations

By M. B. McCausland, B.A.
Editor The Times, Treherne, Manitoba

CANADA is so intimately connected with the United States that, reciprocity or no reciprocity, by governmental enactment, the Dominion is in many respects an open market for a number of United States products.

By means of the thousands of periodicals emanating from across the border, Canada is deluged with a volume of foreign thought, which is only too easily accepted by many and passed on as home-grown opinion.

Through syndicate services the very best Canadian newspapers are not immune from references to July 4th as "our natal day." Is this as it should be?

Printer and Publisher has before now devoted space to hints for obtaining correct country correspondence—matter furnished in many instances by comparatively untutored men.

But what of the matter produced or edited in the newspaper office itself? Should it not also be as flawless as possible?

It is not so, to my mind, when the usages of its native country are neglected in favor of foreign ones no better.

We have adopted from the United States the practice of omitting the "u" from "honour" and the like, with no great hurt, but there was a reason. Where, though, is the reason for "West Wellington Street" (as a well-known advertising agency puts it) or "West King Street," when the accepted English usage is "Wellington Street West" and so on? "King" and "Wellington" are both distinctively English: why not alter them also to a foreign form, such as Washington or Lincoln?

Again, in British or Canadian military orders there is no such expression employed as "Co. K." The correct forms are "K Co.," "No. 3 Co.," and so on. "Co. K" is native to the United States, and incorrect when applied to Canadian military units. Yet how often it occurs in the Canadian press!

In the same way the use of military titles is often misunderstood, and, copying what we have seen in United States publications, a foreign usage is employed—such as "Lieutenant," where plain "Mr." is often more correct.

Universities in the United States grant the degrees "A.B." and "A.M.," but the corresponding degrees in Great Britain and Canada are "B.A." and "M.A." The former, however, are not so frequently used in Canada as is the expression "He was graduated from" such-and-such a university, when the correct expression in this country is "He graduated."

The terms "America" and "American" might themselves be gone into at length, but that subject has been pretty fully debated ere this. However, it is left to any newspaper man of the customary exact nature to decide for himself whether "America's war in the Philippines" is not a misleading statement.

There is decidedly no attempt here intended to disparage things "Yankee," for admittedly there are multitudes of matters in which Canadians may well copy their progressive neighbors, but it is really difficult to see what advantages are to be derived from the use of such "Yankeeisms" as those herewith referred to.

Should we ignore the terms which are recognized as correct by the government of the land in which we live?

Should we accept a usage as standard because the New York Sunday Thingumajig writes it that way, or place Webster before those authors who have made England famous as a literary nation?

On the Use of "Jew"

EDITORS who experience some uncertainty in using the words "Jew" and "Jewish," may find the following rules, adopted by the editorial department of the New York *Times,* helpful. The Jews are a particularly sensitive people; and, because a certain amount of opprobrium has attached to the name "Jew" for several centuries, fair-minded writers are often at a loss to know how to employ the word without giving offence. Here are the *Times'* rules:

1 The words "Jew" and "Jewish" can never be objectionable when applied to the whole body of Israel or to whole classes within the body, as, for instance, "Jewish wives," "Jewish children," "Jewish young men," and the like.

2—There can be no objection to the use of the words "Jew" or "Jewish" when contrast is being made with other religions. "Jews observe Passover, and Christians Easter"; "Jews are less susceptible to tuberculosis than other races"; these are perfectly fair and proper subjects of public comment.

However:

3—The application of the word "Jew" or "Jewish" to any individual is to be avoided unless from the context it is necessary to call attention to his religion; in other words, unless the facts have some relation to his being a Jew or to his Jewishness. This rule should apply equally whether the word is used in a scandalous or discreditable connection or when it is used in connection with some praiseworthy or honorable act or achievement. Thus, if a Jew is convicted of a crime he should not be called a "Jewish criminal," and, on the other hand, if a Jew makes a great medical or other scientific discovery, he should not be called a great "Jewish physician" or an eminent "Jewish scientist." In neither case had the man's Jewishness any connection with his conduct or with the disgrace or honor which that conduct entailed. The same rule applies in the case of other religions; if a Roman Catholic or a Protestant is convicted of a crime, he is not alluded to as a "Catholic criminal" or a "Protestant criminal." In view of the mediaeval opprobrium still surviving in connection with the term "Jew," it is the more just and important, therefore, to avoid a similar unfairness in speaking of Jews.

4 The word "Jew" is a noun, and should never be used as an adjective or verb. To speak of "Jew boys," "Jew girls," or "Jew stores" is both objectionable and vulgar. The word "Jew" is a noun; "Jewish" is the adjective. The use of the word "Jew" as a verb—"to Jew down"—is a slang survival of the mediaeval term of opprobrium, alluded to above and should be avoided altogether.

5 The word "Hebrew" should not be used instead of "Jew." As a noun it connotes rather the Jewish people of the distant past, as "the ancient Hebrews." It is used also as an adjective - "the Hebrew language," "Hebrew literature," etc. but as such it has a historical rather than a religious connotation; one cannot say "The Hebrew religion," but "the Jewish religion."

Annual Meeting of Canadian Press, Limited

NOVEMBER 20 is the date on which the Canadian Press, Limited, will hold their annual meeting this year. It will take place in Toronto and business will be transacted at the King Edward Hotel. To *Printer and Publisher,* J. E. Atkinson, secretary of the Association, stated that only regular routine business would be before the meeting. It is expected that daily papers from Halifax to Vancouver will be represented.

Growing Figures, a Circulation Boost

By J. H. Hodgins

Editor The Gazette, Picton

THERE is a subtle fascination in seeing figures "grow." Else why at election times and similar periods do newspapers, the world over, publish full details of the count?

Let a Y. M. C. A., hospital, or any charity undertake a whirlwind campaign, and the press will chronicle the daily increasing total. The reading public "loves" to see the list of figures grow, each day.

This was the basis for an idea I incorporated in a subscription scheme I quietly engineered throughout a year.

Then another idea forced itself. In all the big magazines there is a department given over to the editor. Here, he has little personal chats with readers. The way this plan has developed of past years shows that readers like these little monthly talks. From the one magazine that originated this heart to heart business, it has now come to be the generally accepted part of every magazine. I think the average reader likes to feel the personal touch. It

When an editor looks at his circulation list he holds the pulse of his paper. We have tallied up Gazette records, and the result is the feeling that subscribers are appreciating the efforts toward improvement made by the new management.

Last week we told you we had 21 new subscribers. The number has jumped to 29 in the week. We thank the many who have sent words of congratulation. It is encouraging. We hope they will continue to be merited. We will do our best. But we need your co-operation.

If you can steer a new subscriber our way will you do it? Perhaps you will subscribe yourself- if you are only now a reader.

Some more bouquets have come our way -and they are not going to be allowed to "wither."

"All sorts of good wishes under the new regime." Gena Branscombe Tenny, now of New York city, the young Canadian composer of whom Picton is so proud.

"Wishing you every success," H. J. Frankum, Acton.

"It is indeed interesting to me to read the Gazette and learn of all the happenings in the good old town of Picton."—Mr. H. L. Alcorn, Bank of Montreal, Charlottetown, P.E.I.

Mrs. Gourlay, Ottawa, writes:—"Allow me to add my sincere congratulations to those you have already gotten upon the new management of the Picton Gazette, and also let me say by no one can the change be better appreciated, as I hope I have already shown. A marked progress even now is evinced in your popular paper- for all good long may it flourish."

Mrs. C. M. Holmes, of Boston, and a former Pictonian, writes a letter of appreciation at the change in the management. She predicts that the Gazette "will demonstrate that a small town can produce a paper which is put forth to satisfy those who are the most exacting."

Example No. 1

is something akin to the human interest story in which so much stock is put by the journalist of today. If it is acceptable to the reader of the monthly, why not to the newspaper reader?

So I incorporated these two ideas into one.

I wrote a series of little star border front pagers, as a direct link between editor and reader. Our paper came under new management, and this served as an excuse for a beginning. I let subscribers know from week to week just how the paper was growing.

Example No. 1 is a copy of one of the first of these little stories. I maintained similar style throughout the series, and from comments I was constantly hearing it was evident that they grew to be talked about. And people took an interest in the way they grew.

You will doubtless get my idea from the foregoing reproduction of the original. My plan was to keep up a real interest in every episode of the paper's life, from week to week, and meanwhile to quietly boost the circulation list.

Example No. 2 is another of these specials, a few weeks later:

237 new names on the list since the first of the year. What do you know about that for jumping along, eh?

We have been trying to make the Picton Gazette the best possible kind of a county newspaper. We think we have done quite a lot towards achieving that end, too. Why? Well, you don't get 237 new readers unless you are attracting them somehow. We feel that we must be turning out a pretty good kind of a readable paper. And we are going to keep it up.

Do you see what we have done to-day? Enlarged the paper to a seven-column sheet.

Why did we do this? For the convenience of our readers. When we published the 12-page paper, the extra four pages were "always falling out," as people used to tell us. Now we are giving on 8 pages practically the same amount of reading as we gave on 12 pages. And it's more handy, don't you think so?

A number of "old boys" have been home this summer, and they have nearly all dropped into the office to tell us how much they like the Gazette under the new management. "You are making it better than a letter from home," several told us.

Naturally we like to hear those things now and then.

We have go "ahead" plans for the fall and winter. Just now, of course, things are humming an election tune, and we have to give you the substance of the song. But you like to know what's doing in the old town and county, don't you?

Later on we have a new department to give you. Arrangements are being made, so that women readers will especially benefit for their reading this winter. Just watch and see.

We are booming along.

Smile that's what we're doing.

The Editor

Example No. 2.

We did not get the 500 new names on the list, that we set as our aim, at the beginning of the year, but there were over 350 added. This we felt a pretty good record considering there was no active campaign at any time throughout the whole year as a circulation builder.

We did our utmost to better the paper in every way, and especially to keep it filled with real home news, to the exclusion of almost all else. We didn't forget to keep pounding these things into the heads of our readers, and the result was a quiet, but insistent growth.

It seems a simple method, but even the simplest means are sometimes the most effective.

A Cosmopolitan Editor

In a country like Western Canada, towards which all sorts and conditions of men are drifting, it is not strange that the press should be manned by a cosmopolitan lot of people. As an example of one of the unique characters who has drifted to the prairies and is there engaging in newspaper work, take the cast of Stephen H. Mitchell. Mr. Mitchell, who is starting a weekly in South Saskatoon, has had a varied and interesting career. He is first and foremost a soldier, in which calling he has won distinction. Selected for the Egyptian Army Staff from the British Army, he served under the Sirdar, Lord Kitchener, in the Soudan and was three times specially recommended for promotion. While in Southern Egypt he erected and ran the first printing office in the country, publishing the Soudan *Gazette* at Omdurman and Khartoum. He came to Canada not long ago and took up his residence in Saskatoon, where his interest in labor matters soon won him prominence as president of the Labor Temple Company. He has been working on one of the Saskatoon papers.



STEPHEN H. MITCHELL

Mr. Mitchell is also quite an athlete. At the age of nineteen he won the 120 yards championship on the Cambridge University grounds against sixty aspirants. Two years later he beat the British Army champion at the 100 yards and at Khartoum three years after, beat Gregory, champion of India in 100 yards handicap, giving 3½ yards and winning by a yard.

Notes for the Advertising Manager

J. J. Gibbons, Limited, have withdrawn from the Canadian Association of Advertising Agencies. Mr. Gibbons was one of the founders of the Association and for a long time acted as its secretary.

The London *Free Press* announces a reduction in its commission to advertising agents from fifteen and five per cent. to a straight fifteen per cent.

A circular has been issued by the Manitoba *Free Press* announcing an increase in the rate for display advertising from seven to eight cents per agate line flat, to take effect, January 1st, 1913. Reasons for the increase are recorded at some length.

Press Clubs in Canadian Universities

STEPS have been taken at McGill University, Montreal, to form a Press Club, of which there was some talk last year. This it is hoped will be but one step towards the formation of an organization which will be Dominion-wide in extent and will make the colleges and universities of the country a source of supply for Canadian journalists.

Press clubs have been in vogue in many of the big American colleges, which publish daily papers such as that issued at McGill. Last year the clubs of Harvard, Yale, Princeton and Cornell united, forming an association which arranged for the rapid exchange between the colleges of news of general interest. To facilitate this exchange a special telegraphic rate was secured. In the future, it is hoped that the college paper will be more generally recognized in the profession.

It is somewhat along the lines of action taken by the United States Universities that the McGill Press Club will work. But it will go farther. Not only will it try to arrange a system of news exchange with Toronto Varsity, Queen's, Ottawa College and other universities and colleges; but it will seek recognition from the newspapers, thus making proprietors look to the college press clubs when they want men with possibilities.

More Papers Run Circulation Contests

The Sutherland (Sask.) *Press* is offering a gold watch, and several other prizes in a voting contest to conclude on November 28.

The Saskatoon (Sask.) *Phoenix* is conducting a big contest for new subscribers, offering many valuable prizes to those securing the largest number of votes. The first capital prize consists of a $4,000 house and lot, the second a $2,300 touring car and the third a $1,200 touring car, with twenty other prizes for district winners.

The Cobalt (Ont.) *Nugget* has another circulation contest on hand. The first prize is a $450 piano; the second, three one-year courses in Alma Ladies' College, St. Thomas; the third, three trips to Bermuda. A $100 gramophone is offered as a consolation prize, while a similar prize goes to the person who nominates the highest candidate.

The Winnipeg *Telegram* has started its tenth shetland pony competition, offering five ponies to be competed for by the boys and girls of Western Canada. The contest closes on December 11th, and is being conducted on the usual lines.

The Toronto *World* breaks away from the usual style of contest and introduces a proverb contest, for which prizes valued at $5,000 are offered. Seventy-five pictures illustrating familiar English proverbs are appearing in the *World*, and the contest is to secure correct answers. The interest created is bound to increase the *World's* circulation.

The Mysterious Mr. Ladd, after being captured in Montreal, where he made use of the *Star* to narrate his experiences, came to Toronto and arranged with the Toronto *Star* to make use of his services. He is a good circulation booster, as the man who captures him must carry a copy of the paper as a warrant for his arrest.

The St. Thomas *Times* has varied the usual style of circulation contest by inaugurating a baby competition. Only children are eligible for prizes.

The Port Arthur Daily *News* is conducting a contest in which it offers prizes to the value of five thousand dollars.

The Lethbridge Daily *Herald* took advantage of the Dry Farming Congress to start a big campaign, offering four first prize options and nine other attractive prizes. Closing date is December 11.

NEWS ITEMS

BRITISH COLUMBIA.

The Vernon News is arranging for the publication of a special edition to advertise the attractions of the Okanagan Valley.

The Champion is a new paper started at Victoria in the interests of the Political Equality League. The cause of votes for women is advocated in its pages.

Rob. Sutherland, who was manager of the Galt (Ont.) Reformer before its amalgamation with the Reporter, has been appointed manager of the News, New Westminster.

The Limit is the name of a new comic weekly which started publication in Vancouver on September 19. It is published by Smith & Bohannan, Collingwood St. East, and is modelled on the usual lines of the American comic paper, being well printed and illustrated.

The Chilliwack Free Press has ceased publication, having sold out to the Chilliwack Progress. C. A. Barber, proprietor of the Free Press, has gone over to the Progress as business manager. He came to Chilliwack from Pilot Mound, Manitoba, fifteen months ago, and purchased the New Era, which he converted into the Free Press.

James Cullins, formerly connected with the Press at Spokane, Wash., and afterward with the Sun at Vancouver, B.C., has become editor of the Leader at Massett, B.C., one of the outposts of civilization in North-western Canada. Its field is the whole of the Queen Charlotte islands. D. R. Young is publisher of the paper, which made its bow on September 19.

The announcement in the September number that Charles Johnston was starting the Columbia Valley Herald at Athalmar was incorrect, in so far as the name of the paper was concerned. It should have been the Columbia Valley Times. The first numbers of this newspaper present a newsy appearance, and it should enjoy much popularity in its extensive field.

W. A. Jowett, formerly editor of the Nelson Daily News, has been appointed stipendiary magistrate for the territory at the eastern end of the present head of steel on the G.T.P. and Canadian Northern Railways west of Edmonton, where more than 6,500 men are employed on construction. His headquarters are at Tete Jaune Cache. Mr. Jowett came to the West twenty years ago, settling in Nelson in 1892. He engaged in the realty business, retiring in 1897, after which he became editor of the Nelson Miner, changing it to the Daily News. He is a musician of repute.

ALBERTA.

The marriage of Miss Elizabeth Bailey, society editor of the Calgary Albertan, was celebrated on October 18th, to J. Frampton Price, the sporting editor of the same paper.

H. E. Lancaster, who has carried on a job printing business in MacLeod for some months past, has taken his plant to Onoway, a new town north of Edmonton where he will publish a newspaper.

L. D. Nesbitt, editor of the Langton Leader, and formerly city editor of the Woodstock (Ont.) Express, is to join the benedicts, his engagement to Miss Huffman, of Langdon, having been announced.

W. L. Gillespie, advertising manager of the Edmonton Bulletin, who resigned on September 30 to go into the insurance business, was presented with a Morris chair by the staff of the paper, with which he was connected four and a half years.

The Edmonton Capital, of which William MacAdams is editor, issued its progress number, a journal of 64 pages, profusely illustrated, on September 25. The text and pictures dealt mainly with Edmonton and the tributary district, and was liberally patronized by advertisers.

E. P. Davis, Vancouver, recently brought a charge of criminal libel against R. C. Edwards, editor of the Calgary Eye-Opener, following the publication of an article in the Eye-Opener, purporting to be an account of a yachting trip taken recently by Davis and a party of friends. Davis was counsel for McGillicuddy, former editor of the Calgary News, when Edwards sued for libel some years ago. The action against Edwards was withdrawn, when the latter submitted a humble apology.

SASKATCHEWAN.

The Evidence is the name of a new five-column paper recently started in the town of Lemberg.

A new office is being built on First Avenue, Avonlea, to accommodate the Avonlea Advocate. This paper is being published by S. H. Cliffe, who ran the Wilcox Herald until a short time ago.

Harry C. Ash, editor of the Kelliher Economist, was married recently to Miss E. E. Scriven, Montreal.

J. W .Tyson, of the Saskatoon Phoenix, has been appointed assistant manager of the local Industrial League.

The Chronicle of Heward has discontinued publication, and Mr. Caskey, its proprietor, has retired from the newspaper business.

The newspaper formerly published in Buchanan has been revived by Albert Wandahl. It is now called the Times instead of the News.

W. W. Stewart has established the Pioneer at Assiniboia, the new divisional point on the Canadian Pacific main line in Southern Saskatchewan.

Thomas Brown, publisher of the Dubuc Enterprise, has recently commenced publication of the Stockholm Herald and the Grayson News.

The Southern Sentinel, Vanguard, was started in October by Andrew Fraser. The newspaper has received encouraging support from the merchants of the town.

The Vidette and the Review, two newspapers published at Indian Head, have been consolidated and the two plants combined. One paper is now issued in the town.

The item in the September issue referring to the sale of the Prince Albert Herald by Hueston & Holmes to Herman E. Armstrong, was incorrect. There has been no recent change in the ownership of the Herald.

On November 1st, Charles H. C. Jackson, of Watrous, took over the editorship and management of the Hanley Herald. The Herald is the paper that was deserted by Tom L. Johnston and has since been run by James Cruickshank.

The Weyburn Review has passed into the hands of the Rev. Tom Marshall, a Baptist clergyman, who has been superintendent of Baptist missions in Saskatchewan for the past few years. In his early days he was a printer in Eastern Canada.

MANITOBA.

A. G. Flewelling, editor of the Pilot Mound Sentinel, accompanied by his sister and her daughters, spent eight weeks visiting relatives and friends in Wellington, Grey and Bruce counties, Ontario.

Brandon, is to have a new paper called the Daily News. Some of the men behind it are A. L. Hall, J. D. McGregor, A. C. Fraser, and J. F. Kilgour. The Liberals have not had a journal supporting the party there for some time, and it is understood that the new journal will be an up-to-date newspaper with strong financial backing.

The Dauphin Herald has moved into its new building, which is said to be one of the finest little newspaper offices in the West. It is located in the centre of the town, opposite the post office, on a lot worth five thousand dollars. It has a frontage of 25 feet and a depth of 70 feet, being of solid brick with concrete foundation.

T. H. Frazier has been appointed manager of the foreign advertising department of the Manitoba Free Press. Mr. Frazier began his newspaper career as a boy on the old Chicago Record. Later he became connected successively with the advertising departments of the Chicago Evening Post, Chicago Record-Herald, and Memphis News-Scimitar, and became assistant advertising manager of the St. Paul Dispatch and Pioneer Press. He then went to Canada and was later advertising manager of the Spokane Inland Daily Herald. Returning to Canada, he has represented several of the foremost high-class publications, and also the Associated Sunday Magazines of New York, in the Canadian field.

ONTARIO.

W. H. Kerr of the Brussels Post has been elected honorary president of the Brussels Public School Literary Society.

The Stratford Herald, of October 10, was a special 16-page advertising edition and was largely patronized by Classic City merchants.

A. B. Whetstone has severed his connection with the Harriston Review to devote his entire attention to real estate and life insurance.

There is a proposal on foot to establish a daily in Ottawa to espouse the cause of separate schools and urge the claims of Roman Catholic residents in Ontario.

Carl Richardson, formerly of the London Free Press and more recently on the Saskatoon Phoenix Staff, has accepted a position with the Duluth News-Tribune.

London City Council, in awarding the contract for city printing to the Advertiser Printing & Publishing Co., stipulated that the union label be attached to all city printing.

The Collingwood Bulletin has commenced the publication of a series of biographical sketches of Collingwood "old boys" who have made good in other places. The sketches are illustrated with half tones.

The Bruce County Press Association will meet in Walkerton on Friday, Nov. 8, at 11 a.m., to discuss country printing and certain classes of job work that are not covered by the price list adopted recently.

James A. McClelland has severed his connection with Gagnier Advertising Service, Toronto, to become general manager of Poster Advertising Service, 7 King St. East, Toronto, solicitors for poster advertising.

The Peterboro Examiner decided to drop its Thanksgiving Day road race this year, owing to lack of interest in the event. The money usually expended on the race will be expended in other directions to encourage sport.

Ira T. P. Snelgrove, who has been mechanical superintendent of the Municipal World, St. Thomas, for the past seven years, has gone to Niagara Falls, N.Y., where he has accepted a position with the Niagara Printing Company.

W. F. Trayes, managing editor of the Menominee (Mich.) Herald-Leader, is dead. He was a son of the late J. B. Trayes, proprietor of the Port Hope Times, and conducted that paper himself for a few years after his father's death.

The Rev. P. M. Macdonald, pastor of Cowan Avenue Presbyterian Church, Toronto, is to leave the ministry and enter journalism. He will be associated with the Westminster Company, publishers of the Presbyterian and the Westminster.

F. C. Mills, formerly advertising manager of the Hamilton Herald became business manager of the Peterboro Review on October 1st, and at a meeting of the shareholders of the Review Publishing Co. on October 5th, was appointed a director.

Hamilton Times set a good example to other newspapers early last month by running a half column editorial dealing with the free publicity nuisance, and showing why newspapers should not be expected to give their space away in free readers.

William E. Park, editor of the Chatham News, has been appointed board of education representative to the Chatham Library Board in succession to Charles Jenkins, formerly of the Planet, who left recently to take a position with the Saskatoon Phoenix.

J. A. McKay, publisher of the Windsor Record, has purchased the Leys Block in Windsor, in which the Record office is located. In the spring it is the intention to have the building remodelled and altered to provide for a full, modernized newspaper plant.

Main Johnson, an ex-Star reporter, has been appointed private secretary to N. W. Rowell, M.P.P., leader of the provincial Opposition. Mr. Johnson was secretary of the Ontario Motor League. He has been succeeded by W. G. Robertson, another Star reporter. Both were Varsity men.

Clarence S. Acton has resigned the management of the Acton Publishing Co., Limited, Toronto, and joined the staff of Selling Service, Limited, a new advertising agency in the same city. He is being succeeded by James J. Gallagher, who for the past two years has been manager of the company's Montreal branch.

A cost conference of the printers and publishers of Welland and Lincoln Counties will be held in the Board of Trade rooms, Queen Street, St. Catharines, on Monday, November 18. The conference will be under the auspices of the Canadian Press Association and will be conducted by the secretary of that organization, John M. Imrie. Morning and afternoon sessions will be held, commencing at 11:30 a.m. and 2 p.m. respectively.

Numerous changes have taken place in the Windsor Record staff recently. C. Victor Blatchford, city and news editor, has resigned to join one of the Detroit papers, his place being taken by W. James Baxter. Gordon Cascaden has joined the staff as special writer. Kenneth D. McKay has left to join the business staff of the Montreal Herald. M. R. Winters is a new recruit to the reportorial staff.

The first number of the Canadian Countryman, a new weekly devoted to agricultural interests, appeared on October 1st. The publishing company has as its president Z. A. Lash, K.C., and on the board of directors is Sir Edmund Walker, president of the Canadian Bank of Commerce. The editor and manager of the new publication is A. L. McCredie. It is being printed by the Commercial Press, Toronto.

E. S. Secord has disposed of his interests in the Daily Nugget, Cobalt, to H. S. Browning, president of the company, to whom the control of the concern now passes. Mr. Secord has retired from the management of the paper, but for the present will remain with the paper and manage the details of a subscription contest now running. He became identified with the Nugget in 1908, coming to Cobalt from the Montreal Herald.

The publishers of Elora, Fergus, Drayton, Palmerston, Mount Forest, and other towns in that vicinity will meet in Fergus on Friday, November 8, to reorganize the Palmerston District Press Association and revise the schedule of prices for job work and advertising that was adopted some years ago. John M. Imrie, secretary of the Canadian Press Association, will represent that body at the afternoon session.

Robert Ernest Featherstone, only son of G. W. Featherstone, of the Paris Star, passed away Sept. 22, aged 27. He was a promising young newspaperman, and took a prominent part in church work, being a member of the official board of the Methodist church, a director of the Y.M.C.A. and teacher of the largest bible class in Paris. His funeral was one of the largest in the history of the town, all the business places being closed as a tribute of respect.

The death occurred at Stratford on October 18 of John Henry Schmidt, late editor of the Kolonist. Mr. Schmidt was born in Germany in 1835, coming to Canada with his parents as an infant. Subsequently he lived in India and the United States. In 1859 he became principal of the New Hamburg and Waterloo public schools. In 1869 he purchased the Waterloo Chronicle with Thomas Hilliard, and in 1872 retired and bought the Canadian Kolonist, which he continued until 1907. Since then he carried on a job printing business.

QUEBEC.

V. E. Morrill, manager of the Sherbrooke Daily Record, has been touring the West recently.

W. Howell has left the Montreal Gazette to take the telegraph desk on one of the Regina papers.

J. J. Gallagher, the new general manager of the Acton Publishing Company, Toronto, was recently married to Miss Mary Tansey, of Montreal.

Charles M. Teakle, sporting editor of the Quebec Chronicle, passed away on October 28. He was a son of Thomas Teakle, of the business department of the Chronicle.

H. B. Grant, formerly of the Toronto News, now of the Montreal Witness, has joined the Institute of Journalists, as has also Alex. Shaw Marshall, another Montreal newspaperman.

The Lakeshore Guardian is a new weekly to be published in Lachine, and edited by Dalton J. Little, one of the partners in the Lake St. Louis Publishing Co. The Verdun Echo has secured the printing contract.

T. Passingham, who for a number of years has been covering railways for the Montreal Gazette, has resigned. It is understood he is to become publicity commissioner for the Liberal party at a salary of $3,500. Mr. Passingham will make his headquarters in Ottawa.

A meeting of the Canadian Division of the Institute of Journalists was held in Montreal on the evening of November 2nd. Captain John Reid, of the Witness staff, who was up till recently foreign editor of the London Daily Mail, and war correspondent in the last Balkan war, delivered an address on "The Confessions of a Special Correspondent."

Cornelius Cullinan has left the Montreal Herald to join the staff of the Montreal Witness. Stanley McL. Brown has left the Witness to take a position with the McKim Advertising Agency. C. W. Byers, telegraph editor of the Witness, has been appointed assistant to Roy Carmichael on the city desk, and is succeeded by Kennedy Crone, formerly of the Standard.

J. S. Brierley, managing director of the Montreal Herald; Ben Deacon, managing editor of the Herald; J. R. Dougall, proprietor Montreal Witness; Wilfrid Dougall, associate editor, Witness, and G. Max Simm, financial editor; Dalton J. Little, Lake Shore Guardian, Lachine; Captain John Reid, editorial staff of the Witness, have joined the Canadian Division of the Institute of Journalists recently.

On October 4th, the Westmount News changed its form from regular newspaper to semi-magazine style and now appears as a sixteen-page, twelve by fourteen, publication. The News is probably the only weekly published in Canada in this shape. For a paper issued in a suburb of a big city like Montreal, it would seem that the new style is preferable, as it gives a distinction to the publication that it would not otherwise possess. The first number in the new form has been well received by the readers and the publishers are pleased with the innovation.

MARITIME PROVINCES.

James L. Neville, of the Fredericton Mail, has left for Calgary to take up his residence.

A. E. McGinley, city editor of the St. John Standard, has been spending a vacation in Montreal.

E. W. McCready, editor of the St. John Telegraph, is in the woods on a hunting trip after big game.

The plant and business of the Mail Publishing Co., Limited, Fredericton, have been sold at auction to J. P. Farrell.

J. R. Nugent has severed his connection with the staff of the St. John Telegraph and gone to McGill University to study medicine.

Frank W. O'Connor, who was connected with the Standard and Sun in St. John has joined the reportorial staff of the Montreal Herald.

The Liberals of Amherst are reported to be raising funds to establish a paper in that town in opposition to the News and Sentinel.

J. D. McCallum, of the Montreal Star, accompanied by his wife, has been on a visit to various centres through the Maritime provinces.

A. M. Belding, editor of the Evening Times, St. John, accompanied by his wife, has returned home after a visit to Springfield, Mass., and other centres.

J. P. McBride of the Toronto Globe accompanied by his wife has been on a visit to the Maritime Provinces collecting matter for the Christmas number of that paper.

H. V. McKinnon, manager of the St. John Standard, has returned from New York, where he closed contracts with R Hoe & Co. for a press and other printing equipment, to be delivered in December.

L'Impartial is the name of a new weekly started at Tignish, P.E.I., in the interests of the French-speaking members of the liberal party in the Maritime provinces. The first number appeared on October 1st.

Quite a number of local fans went to Boston and New York to witness the games in the World's series among the number being Harry (Dutch) Ervin of the Standard, A. W. Thorne, of the Telegraph, F. J. Corr and J. B. Dever, of the Evening Times, St. John.

Rev. J. B. Woodland has resigned the position of editor and manager of the Kentville Western Chronicle, and has been succeeded by W. A. Richardson, of Sydney. Mr. Richardson has had a wide experience in newspaper work and public affairs. He commenced his journalistic experience on the Christian Visitor of St. John, N.B. For 15 years he published the Island Reporter at Sydney, N.S. When the boom started in Sydney he gave up journalism and took up the real estate business. He also for four terms filled the position of mayor of Sydney.

NEWFOUNDLAND.

The Trinity Enterprise is preparing to publish a large and interesting Christmas number.

There is a rumor in the air that one of our St. John's newspapers will shortly change ownership.

Rev. C. Barton has been appointed editor of the Diocesan Magazine, in succession of the late Canon Temple.

Mr. Maidment, formerly of the mechanical department of the Herald has accepted the management of a printing plant for Dicks & Company.

George Andrews, member of the Mechanical staff of the St. John's Daily News was married recently and spent his honeymoon at Bay Roberts.

The action for libel against the Chronicle of St. John's by the Fishermen's Trading Union, has been set to come before the Supreme Court in November.

Another newspaper is soon to appear in Conception Bay, it will be published at Bell Island the "Iron Island" and will be called the Bell Island Miner.

Some of the newspapers are making considerable preparation for the political struggle which takes place next autumn and the fight promises to be a bitter one.

Cecil Harmsworth, younger brother of Lord Northcliffe, of the Amalgamated Press, London, has been visiting the Company's paper mills at Grand Falls.

The Sunday Express, the first Sunday newspaper to be published in Newfoundland, made its bow to the public on Sunday 13th October. It is published at St. John's.

ADDITION TO THE LINOTYPE FACTORY.

The new eight storey addition to the factory of the Mergenthaler Linotype Company, in Brooklyn, N.Y., is rapidly approaching completion and will be ready for occupancy in the near future. The building is of reinforced concrete and steel construction throughout.

TRADE NOTES

SAVING MOTIVE POWER IN CUTTING STOCK.

The position of the knife in the Crosland Cutter is one of the many good points about that machine. The knife is hung at an angle with table and in this way works its way gradually through the pile, thus ensuring a good clean cut and preventing the sudden strain of the knife suddenly striking the stock on a level. This important improvement eliminates strain of machine and effects considerable saving in motive power.

SAMPLE BOOK OF MARBLE PAPER.

We have received from Ibbotson's, Ltd., 64 Goswell Rd., London, sample book of their English marble papers. The papers, the designs of which are registered, are particularly good as an effective and artistic end paper at a low price. The paper is stocked in six different shades in 20 in. x 30 in. size. Ibbotsons, Limited, specialize in bookbinders' end papers, leather papers, etc., and are interested in the Canadian market.

MOVED.

Lanston Monotype Machine Co. moved into its new home, 24th and Locust Streets, Philadelphia, on October 25. This home, which cost $400,000, gives this company ten times the floor space required ten years ago, which is evidence of the rapid growth of its business.

MERGENTHALER CO. MAKING MONEY.

The report of the Mergenthaler Linotype Co. for the year ending September 30, 1912, shows a net profit of $2,738,521.89, which is equivalent to almost 14 per cent. on the capital stock of $12,798,400. The report includes the following statements regarding Canadian trade: "In the Canadian territory the business has been satisfactory, although interfered with and delayed by the prospect of free trade. The manufacture in Canada has been reduced to a minimum because of the demand for machines of modern design, and because the limited number of machines required will not justify the investment necessary for special tools and machinery. The manufacture of the Monoline has been discontinued for the reason that this type of machine in its original form is now out of date."

Another booklet recently issued by Mergenthaler Linotype Co. gives the names of 1,000 periodicals and magazines published in United States and Canada that are composed on the Linotype. About 125 of these are published in Canada.

USEFUL INFORMATION FOR PRINTERS.

Every compositor and pressman in Canada should take advantage of the Keystone Type Foundry's offer to supply copies of the booklet it has recently issued under the title of "Useful Information for Printers." The 48 pages of this booklet contain much valuable data and many valuable suggestions for printers, employers, as well as employes. The booklet is not a piece of advertising literature in the ordinary sense of the term but a manual of information that is worth many times the 2 cents that a letter to Keystone Type Foundry, Philadelphia, will cost. Send for it at once.

THE OSWEGO AT THE EXPOSITION.

One of the latest improved new Oswego Auto Rapid Progressive Cutting Machines, with the power saving device and double knife shear and several other new improvements will be shown at the exhibit of the National Printing Publishing Advertising and Allied Trades Exposition, to be held at the Grand Central Palace, New York, during A.N.P.A. week, April 19th to 26th, 1913.

A NEW CYLINDER PRESS.

Walter Scott & Co., New York have brought out a new cylinder press that is specially suitable for combined weekly newspaper and job offices. It is called the Scott Drum Cylinder, and the makers claim it will print 4 pages of a Goodyear quarto newspaper at a speed up to 1,800 per hour. It is also claimed that it will do good job work, for it is equipped with four angle rollers, and with Walter Scott & Co.'s patented rack, screw and table distribution.



REGISTERED

A Superior Bond Paper at an Attractive Price

12c per lb.

Case lots 11c "

17 x 22—13 lb.	17 x 28—16 lb.	19 x 24—16 lb.	22 x 34—26 lb.	21 x 24½—22 lb.
" 16	" 20	" 20	" 32	20¼ x 33 —30 lb.
" 20	" 24	" 24	" 40	
" 24	" 28			

Buntin, Gillies & Co., Limited

B G & C

Hamilton and Montreal

HOWARD SMITH PAPER MILLS

HEAD OFFICE: MONTREAL, P.Q.

LIMITED

MILLS: BEAUHARNOIS, P.Q.

WE are erecting at Beauharnois, on Lake St. Louis, a modern up-to-date tub-sized and loft-dried paper mill. The location at Beauharnois was selected for many reasons, the principal one being that we could secure an unfailing source of clear, clean, pure water, which is absolutely necessary for the manufacture of high-grade papers.

We have secured the services of Mr. H. C. Courtney as Mill Manager, formerly Manager of the Toronto Paper Mfg. Co. Mr. Courtney's knowledge of the practical end of the business is well known, and we believe that the paper to be made by this mill will be unsurpassed in the different grades by any mill.

The work of erecting this mill is going forward rapidly and the product will be on the market in the month of February, 1913.

The Company will also act as Wholesale Paper Dealers and will carry a full line of stock required by the printing trade. Owing to our facilities in having this mill and experience in the wholesale paper trade we will be able to offer exceptional service and promise of delivery, and quality of goods to the trade. We will manufacture in Canada these well-known brands of paper:

ROYAL RECORD
TRIBUNE BOND
PROGRESS BOND
MONARCH WOVE WRITING
BELFAST LINEN BOND
GENOA BOND
DREADNOUGHT BOND
GLENORA—H.S.P. WRITING

Howard Smith Paper Mills, Limited, 138 McGill St., Montreal

The most advanced art in the manufacture of Printing Ink is contained in

SURPRISE BLACK

which Prints, Turns and Binds in an 8 hour day.

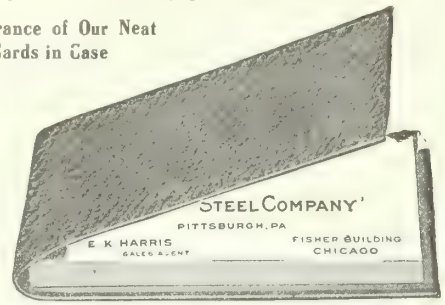
Send your orders for Ink and Rollers to the most convenient of our three factories.

The Ault & Wiborg Co.
OF CANADA, LIMITED

MONTREAL **TORONTO** WINNIPEG

Patronage-Your Stock in Trade

Appearance of Our Neat Cards in Case



The power to draw patronage and support has been characteristic of

Peerless Patent Book Form Cards

ever since they were first placed on the market. They have been creating friends, and opening up ways of easy influence for salesmen in a way never thought possible before.

They will create friends for you as a dealer, they will draw you patronage and support from new and unexpected sources, and will open up ways of easy influence for business which you have hitherto failed to get.

The Peerless is a detachable card, having a perfectly smooth edge after the detaching; its binding insures cleanliness, utility and ultimate economy. Send for sample tabs of the cards, and also our plan for dealers.

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Established 1857
Engravers, Plate Printers, Die Embossers
82-84 East Adams Street Chicago, U.S.A.

Bookbinders' End Papers

LEATHER PAPERS
IN IMITATION OF LEATHER GRAINS

Bookbinders, Manufacturing Stationers, etc., will find our Sample Books very useful.

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CANADIAN CROCKER-WHEELER CO., LIMITED
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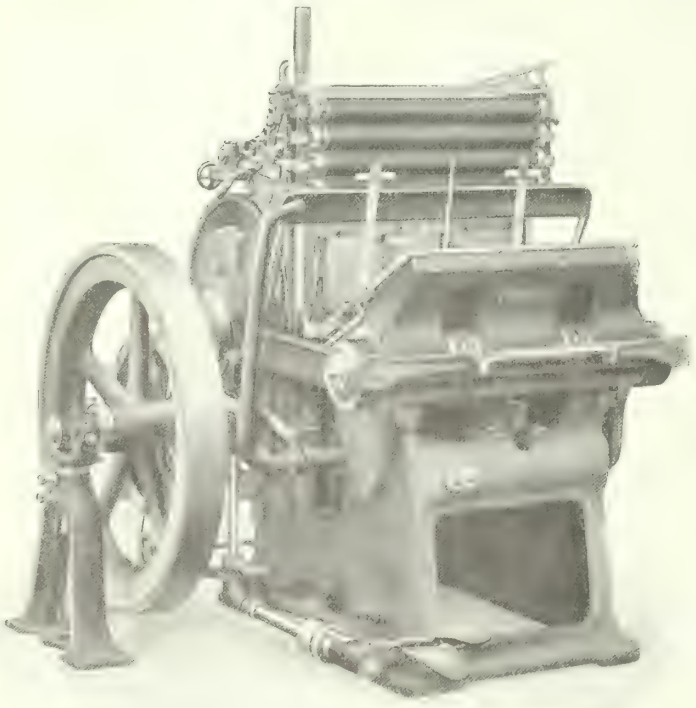
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We make a specialty of **Electrotypes** from **Halftones.**

The National Electrotype and Stereotype Co., Ltd.
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Ask

Southam Press, Ltd., Montreal; Scott Printers, Ltd., Toronto; Moore Bros., Ltd., Toronto; Le Soleil, Quebec; Ransom Engraving Co., Winnipeg; Hughes & Elkins, Vancouver, and other users what they think of



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For Color Work, Half-Tone Work, Folding Box Work and all the best grades of printing.

Over 7000 in use

Many repeat orders.
The best Platen Press in the world.

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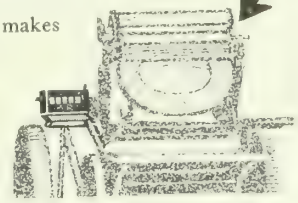
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Correct Costs require correct counting. Your job presses are incomplete without the easily applied, absolutely accurate

Durant Counters

Excellent attachments for all makes of presses

For Sale by all **Canadian Supply Houses.**



FOR SALE
Linotype Machine

Canadian built Linotype, double decked (that is two channel.) Machine in good condition. Discontinued use from lack of work and over stock of typesetting machinery. In use about three years. Carrying 9 and 10 point old style. Recently rebuilt. A snap if you need a typesetting machine.

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PRINTER & PUBLISHER

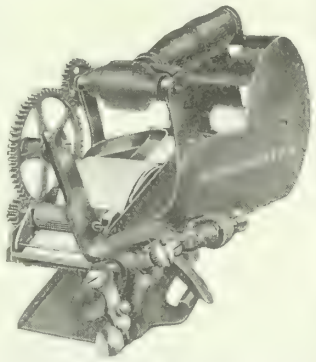
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They are for sale by all Printers' Supply Houses.

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PRINTING INKS
For Illustrations and Job Work

"Mark Electric"

The handsomest and technically most up-to-date colors of this age.



MAX MÜHSAM
Manufacturer of
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Founded 1885 — **BERLIN-NEUKÖLLN** — Gold Medal at Brussels 1910

SUBSCRIPTION MANAGER WANTED

We propose strengthening our organization by subdividing our subscription department by adding a man to take charge of our trade papers alone.

He must be a high-class salesmanager, capable of directing the work of our travelling and local representatives throughout Canada and elsewhere, carrying on a campaign by mail and advertising, and doing such other work as is necessary for the maintenance and extension of our circulations. A liberal salary will be paid to the right man.

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143 UNIVERSITY AVE., TORONTO



The Vandercook Press installed by us six months ago is giving **results beyond our expectation.** I can truthfully say it is in a class by itself.

From a letter recently received from the "Philadelphia North American."

Furnish press proofs—proofs that are as clear and perfect as the run itself—on the stock selected for the job. Produce them immediately, without locking up the form.

Good proofs add to the prestige of your plant.
The Composing Room Cylinder

produces quality work. The simplest and most durable press made. Feeds to grippers, or sheets may be laid on forms. Absolute register, automatic inking. Safety grippers prevent injury to forms. Ideal for street car cards, rent and sale signs and other short run jobs. Proofs forms that are too large for your Gordons. Prints runs that are unprofitable for your Cylinders.

Made in two sizes, 25" x 25" and 17" x 25"

Send for catalog and sample proofs. The time to save on your proofing is **now.**

MILLER & RICHARD
TORONTO -:- WINNIPEG
Eastern Sales Company, *Manufacturers*, Chicago, Illinois

Eliminate your Cam Roller Troubles and increase the quality of your Platen Press work by using

THE PEERLESS PRESS

It has:

Stationary Bed
Toggle Impression
"Dwell" on Impression
Locked Throw-off
Peerless Durability
Peerless Strength
Peerless Speed
Peerless Quality and

will earn you more money and satisfaction than with any other Platen Press of similar value.

Sells at same price as a Gordon

MILLER & RICHARD

Sole Canadian Agents

Oh! Christmas CARDS

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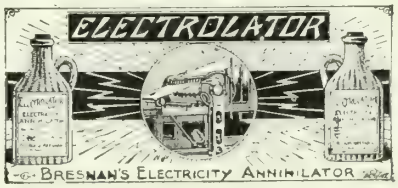
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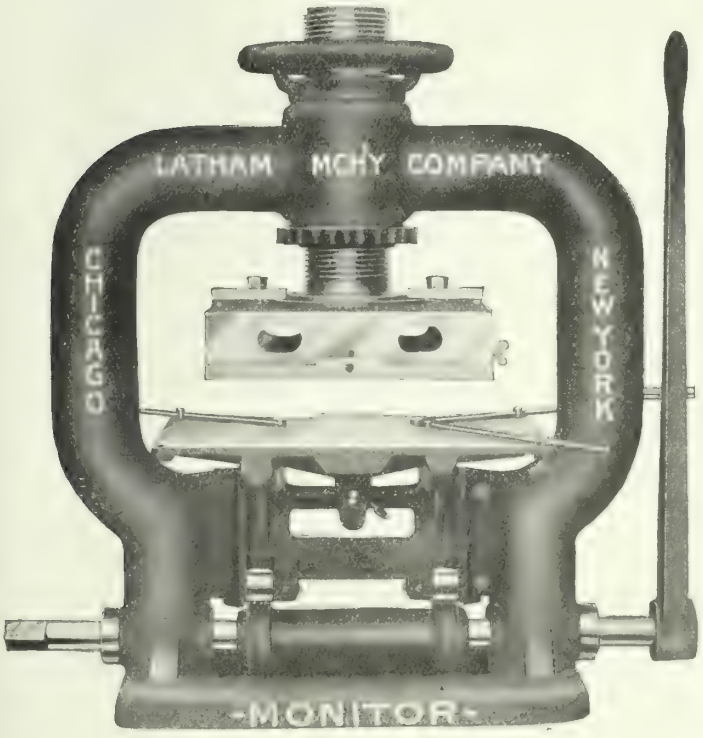
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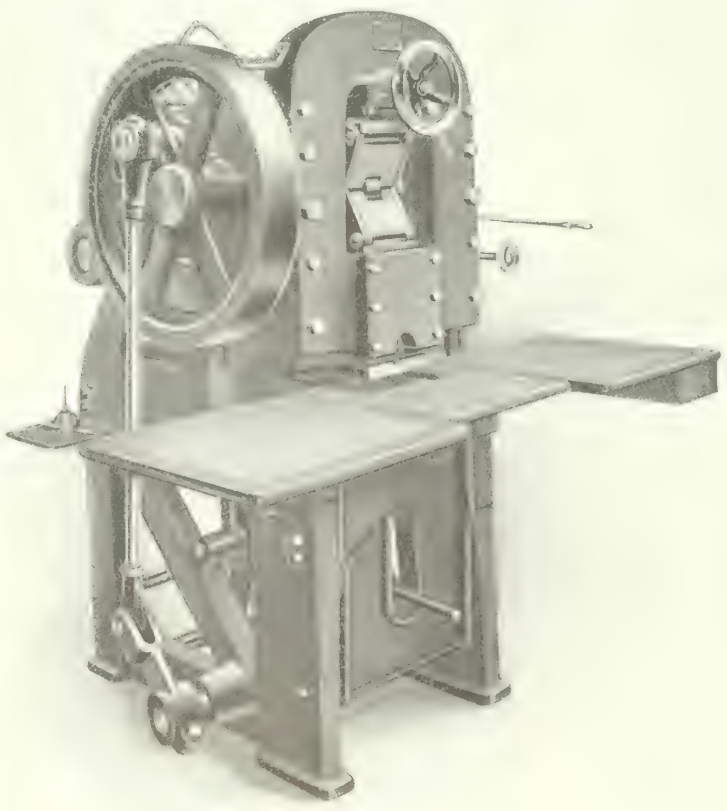
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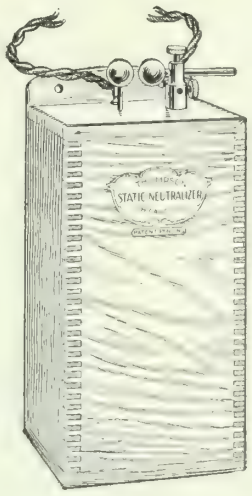
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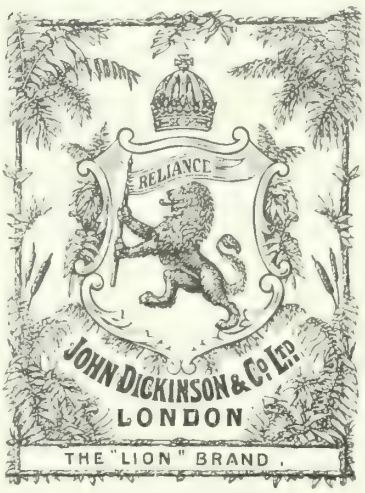
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September 18,1912.

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We find that all you claim on its behalf is perfectly true.

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HURLEY PRINTING COMPANY.

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Addressograph

TRADE MARK

PRINTS FROM TYPE

THE telephone operator of a manufacturing company in Chicago saves hours of the bookkeeper's time by filling in customer's names on statements—helps the shipping clerk by addressing shipping tags—saves days of typist labor by addressing circulars, envelopes, post cards, etc., and eliminates detail from the secretary's office by addressing notices and filling in dividend checks to the stockholders. This work she does in her spare moments, with the ADDRESSOGRAPH spare moments which where devoted to fashion pages in the newspaper and Irish lace before the ADDRESSOGRAPH—was installed.

The manager of this manufacturing concern says that it is impossible to figure the vast saving of money the ADDRESSOGRAPH has accomplished for him. It has increased the efficiency of his clerks by removing the drudgery of writing and rewriting names by hand from their shoulders—it has enabled him to make a rule discontinuing night work—it has increased the effectiveness of his advertising because it always goes out on time, which was rarely the case when he depended on his clerks to address the circulars in odd moments and it has given a perfect reference record of his customers, employes, stockholders and prospects, which he never had before.

Although the telephone operator of this manufacturing concern is pretty busy with the switchboard, she, nevertheless, is able to address envelopes, cards, statements, payroll forms, etc., at the rate of about 1500 an hour—just about ten times as fast as the best clerk can write them by hand.

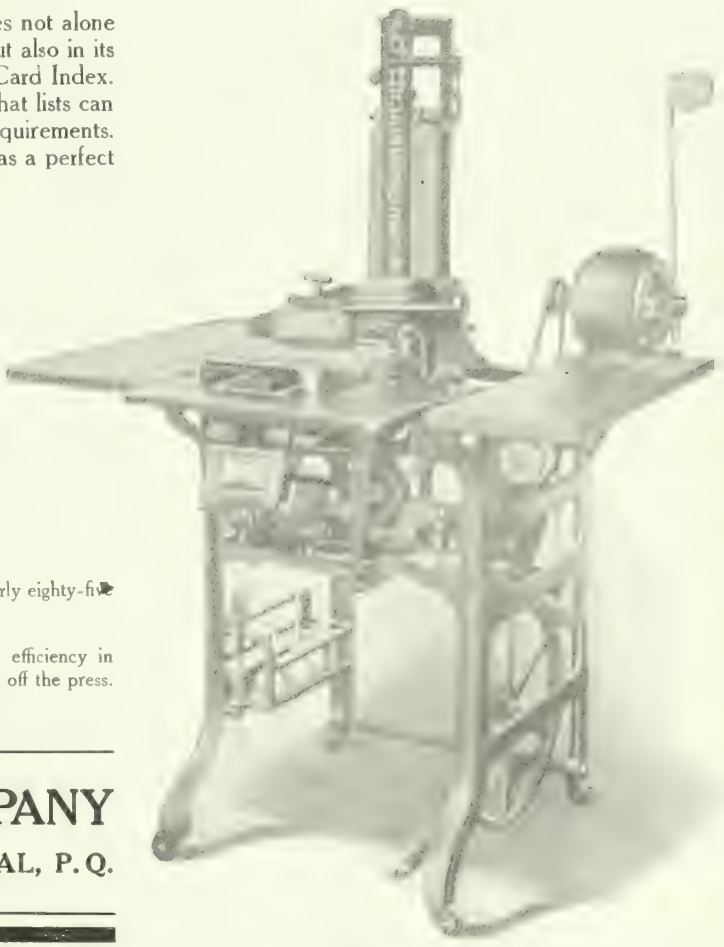
And the value of the ADDRESSOGRAPH lies not alone in the speed with which the addresses may be printed, but also in its many conveniences—it has every feature of a modern Card Index. So flexible and complete are these Card Index features that lists can be arranged and classified to suit the most exacting requirements. Here is a system that is a time and lab r saver, as well as a perfect reference record.

This story about the way the Chicago manufacturer uses the ADDRESSOGRAPH is but an example of the efficiency of this time and labor saving machine. It is used by more than 40,000 concerns in 244 distinct lines of business. Among these lines using the ADDRESSOGRAPH we mention :

Manufacturers	Real Estate and Insurance Companies	Assocaitions
Wholesalers		Hotels Clubs
Retailers	Public Service Companies	Railroads
Bank and Trust Companies	Government Departments	Laundries
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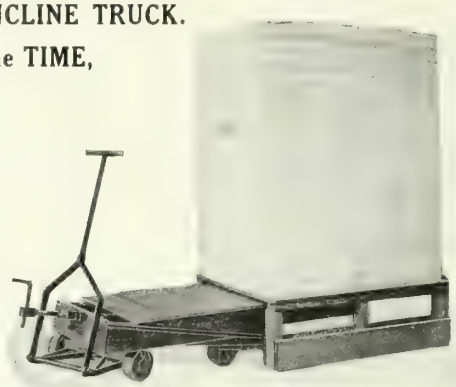


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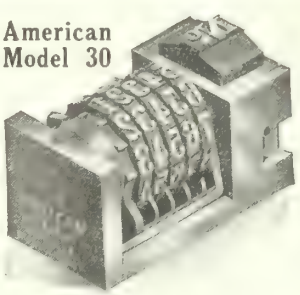
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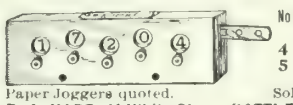
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EMBOSSING PRESSES.
Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Miller & Richard, Toronto and Winnipeg.
King Mfg. Co., A. R., Kingston, N.Y.
Stephenson, Blake & Co., 122 Bay St., Toronto.
Krause, Karl, Leipzig, Germany.
King, A. R., Mfg. Co., Kingston, N.Y.

FEATURES FOR NEWSPAPERS.
International Syndicate, Baltimore, Md.

GAS AND GASOLINE ENGINES.
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THE
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Established 1899.

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Thaler Keyboard Co., 505 P St., N.W., Washington, D.C.

LOOSELEAF BINDERS.
Printers' Specialties, Ltd., 52 Spadina Ave., Toronto.

MAILING MACHINES.
Stephenson, Blake & Co., 122 Bay St., Toronto.
Wm. Chauncey, Greenfield, Mass.

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American Numbering Machine Co., 224-226 Sheppherd Ave., Brooklyn, N.Y.

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Brown Bros., Ltd., 51-53 Wellington St. W., Toronto.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Barber Paper & Coating Mills, Ltd., Georgetown, Ont.
Canada Paper Co., 112 Bay St., Toronto.
Dickinson, John & Co., London, England, and 216 Lemoine St., Montreal, Que.
Hodge-Sheriff Paper Co., McKinnon Building, Toronto.
Ibbottsons, Limited, 64 Goswell Road, London, Eng.
Jones, Samuel, & Co., 7 Bridewell Place, London, England, and Waverley Park, New Jersey, N.J.
McFarlane, Son & Hodgson, Montreal, Que.
National Paper Co., Limited, Valleyfield, Que., Toronto, Ont., and Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Olive & Partington, Ltd.(Manchester, Eng.
Ritchie & Ramsay, Ltd., Wellington St. W., Toronto.
Rolland Paper Co., Montreal, Que.
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Howard Smith Paper Co., Montreal, P.Q.

PHOTO ENGRAVERS.
Ransom Engraving Co., Winnipeg, Man.

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Canada Printing Ink Co., 15 Duncan St., Toronto.
Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.
Hellmuth, Charles, 154 W. 18th St., New York.
Manton Bros., 105 Elizabeth St., Toronto.
Shackell, Edwards & Co., 127 Peter St., Toronto.
Sinclair & Valentine, 233 Richmond St. W., Toronto.
Kidd, John & Co., Ltd., London, Eng.
Muhsam, Max, Berlin-Neukolln, Germany.
Reissner, T., 57 Gold St., New York City.

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Stephenson, Blake & Co., Toronto.
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Golding Mfg. Co., Franklin, Mass.
Walter Scott & Co., Plainfield, N.J., U.S.A.
Huber, Hodgman Printing Press Co., Metropolitan Life Bldg., New York City.
King, A. R., Mfg. Co., Kingston, N.Y.
Hoe, R., & Co., 504-520 Grand St., New York City.
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Canadian Linotype, Ltd., 56 Lombard St., Toronto.
Lanston Monotype Machine Co., Philadelphia, Pa.
International Typesetting Machine Co., 182 William St., New York City.
Grant, Legros & Co., Ltd., Avenue Chambers, Southampton Row, London, England.

TYPE FOUNDERS.
Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Blackfriars Type Foundry, 154-156 Blackfriars Rd., London S.E., England.
Miller & Richard, Toronto and Winnipeg.
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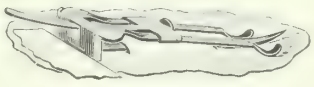
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By the set of 3 with key and extra tongues.

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By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

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We make a specialty of timing devices for large and small printing plants. Literature sent on request.
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Learn at Home to Be an Operator **THALER KEYBOARD**
Exact facsimile of Mergenthaler Keyboard; same touch; bell announces finish of line; instruction book of 22 pages. Price $5.00.
Seven years of success; thousands in use. Get the keyboard down fine; the rest is easy.
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When you have tried them all, you really must admit that for depth of color, brilliancy and splendid working qualities

Canadian Half-Tone Black

is by far the best. We find it hard to get some people to try it, but we usually find that those who are hardest to get to try it are the most enthusiastic when they have once given it a trial.

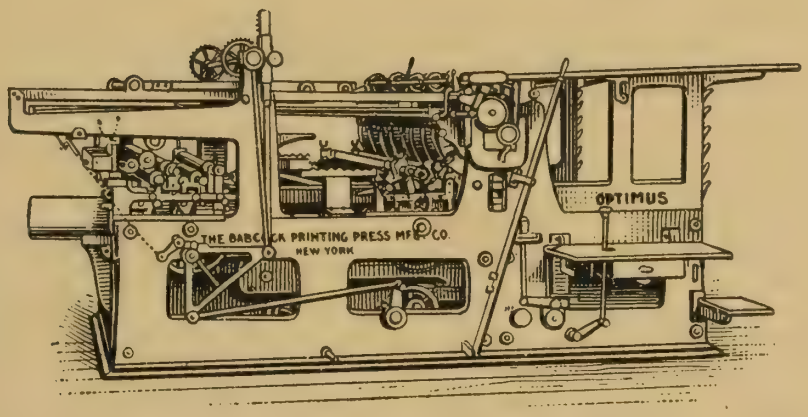
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Genius is two per cent. inspiration, and ninety-eight per cent. perspiration.—Edison.

It only takes a fraction of one per cent of inspiration for every user of flat bed machines to

BUY BABCOCK PRESSES

When he has thus proved that he is a genius, he will discover that much of the work formerly done by him is done by his machines, and that the "ninety-eight per cent. of perspiration" is reduced so as to constantly leave a goodly per cent. of recreation.

BABCOCK PRESSES

whether one revolution or two, are the *Greatest Savers* of

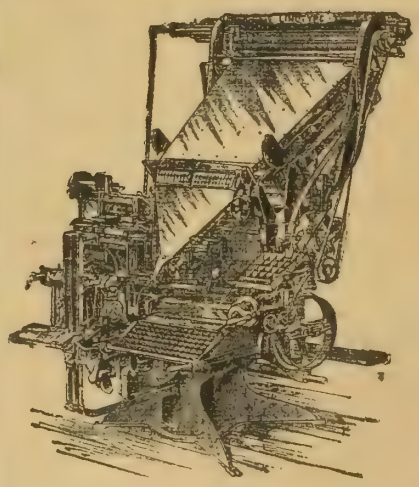
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in the printing world. See them at work. Our best advertisements are not printed—they print.

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MILLER & RICHARD GENERAL AGENTS FOR CANADA
TORONTO, ONT., AND WINNIPEG, MAN.

The LINOTYPE



"The Only Way"

by which you can adequately and economically meet the exacting requirements of your ever increasing business.

In SPEED—

No other composing machine makes even a *claim* of approximating the output of the LINOTYPE.

In QUALITY—

Many of the high grade catalogues, magazines and editions de luxe are printed *direct* from LINOTYPE slugs.

In VERSATILITY—

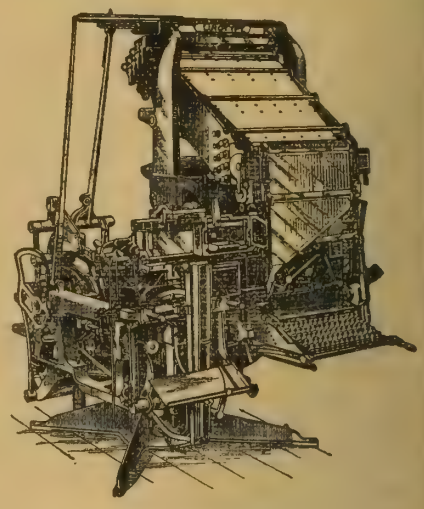
The LINOTYPE gives you 720 characters on one keyboard, with as many more extra characters at full command of the operator; a range from 5 to 36 point; more than 500 different faces to choose from.

In ECONOMY—

The LINOTYPE is the only *one-man* composing machine, and will *earn* its cost within the time allowed for payment.

The LINOTYPE possesses the qualities that will build up your business—build it by preventing losses; by increasing your output; by enlarging your facilities; by freeing you from the eternal drain of buying type and sorts; by making better pleased customers and more of them.

Write to-day for full particulars and quotations.



CANADIAN LINOTYPE LIMITED

FORMERLY THE MERGENTHALER CO., LIMITED

35 AND 39 LOMBARD STREET ∴ ∴ TORONTO, CANADA

Vol. 21 Toronto, December, 1912 No. 12

PRINTER & PUBLISHER



The MacLean Publishing Company Limited
Montreal Toronto Winnipeg

Give More for the Money; Get More for Your Work;

BY USING

BUCKEYE COVERS

The Standard Cover Papers for Economically Effective Business Literature

WE'VE SAID this before, but it is worth repeating.

Where you use BUCKEYE COVERS for Catalogues, Booklets, Folders, etc.—any sort of advertising literature—you actually can give your customers better value, and at the same time make a greater profit for yourself, than is possible (except in rare instances) with any other cover stock.

The reason why this is so, and why we are able to prove it to the satisfaction of every printer who takes the trouble to write for the evidence, lies in the fact that BUCKEYE COVERS are not only "best at the price," but also **best regardless of price** for the great majority of cover jobs.

Many progressive printers and advertisers now choose them for their costliest jobs on the basis of quality alone, the price being a merely incidental source of pleasure and profit.

BUCKEYE COVERS enable you to "give most and get most," because they respond readily to every printing and embossing process, and enable you to produce the required effects with the least possible expenditure for materials and labor.

Try one of the 16 colors, 4 finishes and 4 weights on your next job.

THE BECKETT PAPER COMPANY

MAKERS OF GOOD PAPER
in Hamilton, Ohio since 1848

HOWARD SMITH PAPER CO., Limited
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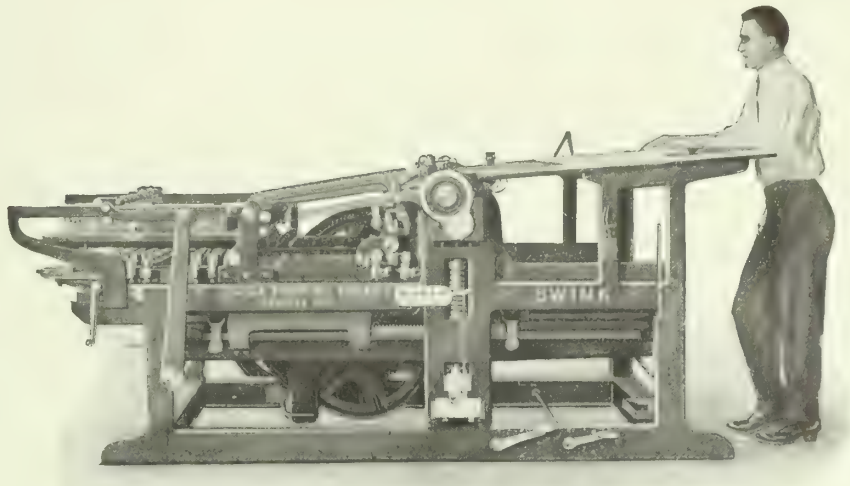


A REMINDER !

Write to The Beckett Paper Company, Hamilton, Ohio, for The Buckeye "Travelling Demonstration," which **proves** the statements made in the above advertisement, by showing the **results** achieved by other printers in the use of these covers. This Exhibit contains specimens of work produced by every printing and embossing method, and is a conclusive demonstration of the "economical effectiveness" of the Buckeye line.

WRITE FOR IT TO-DAY.

Ask the Printer who owns one



The best proof of our claims for the *Swink Two-Revolution Press* is to see it in actual operation and you will find a satisfied user. Its compact, solidly built design cannot help appealing to the buyer, who in most instances figures on space as well as a *satisfied price.*

THE SWINK HIGH-GRADE TWO-REVOLUTION PRESS

is scientifically constructed, each part of the best material, and is built like a watch. Its high speed averages 2,400 impressions an hour, perfect register, book form or four color work, and it is equipped with the best inking system.

Catalogue will be supplied upon request, or our representative will call and see you.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager for Canada
122 Bay Street, Toronto

Imitation Art Paper

A brilliant and inexpensive substitute for Coated Paper.

Manufactured by Olive & Partington Ltd., Glossop, ENGLAND.

For samples and information apply to the Sole Canadian Agents.

Hodge-Sherriff Paper Co.

McKinnon Bldg., Toronto

Telephone Main 5781

The Men who get Ahead Fastest are Those who look Ahead Farthest

This applies to the Printer more particularly perhaps than any other business man. The wear of his type is one of his greatest worries. When he buys type that is soft, he pays just as much for it as he would for hard type; he also has need to buy soft type more often—thus by buying Stephenson, Blake & Co.'s Hard Metal Type he is looking ahead and reaping the benefit of his foresight—increased profits, and a more satisfied host of customers.

Prominent among the list of up-to-date faces are:

Saint George Series	Grotesque No. 8 Series
Winchester Family	Sans Serifs No. 7 Series
Old Style No. 5 Family	Imperial Script
Westminster Series	Society Script

Spartan Family

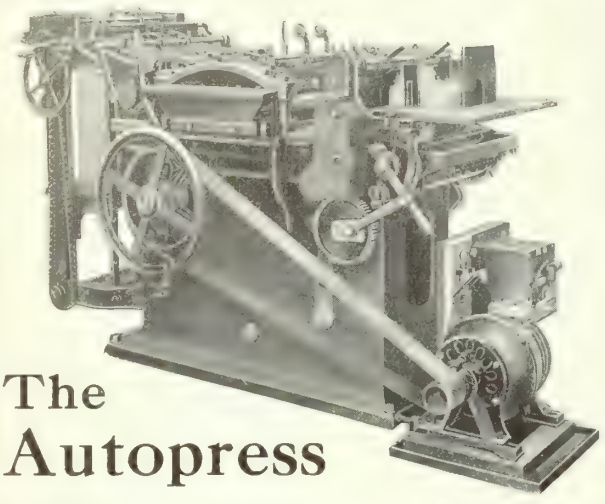
All our Type is made strictly to the standard lining and point system, and is acknowledged by printers to be the Best Type. Send that next order to us, which will be filled the same day as received.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager for Canada

122 Bay Street, Toronto

EVERY PRINTER ANYWHERE



The Autopress

How Much Money Are You Going To Make Next Year?

Whatever amount of profit you figure your business netted you this year, that amount will not be as great as it would have been *had you owned an Autopress.* Every day an Autopress isn't in your plant, that day you're losing money. WHY LOSE MONEY ANY DAY OF THE YEAR?

If you're in the job printing business to make money, don't delay any longer investigating the one machine that insures the maximum profit from that business. You can't afford not to take advantage of the only press that prints at the rate of from 4,000 to 5,000 impressions an hour almost every run of job work.

Long runs, short runs, cheap work, fine work—all yield greater profit when printed on the Autopress. Feeds itself automatically. Prints, counts, delivers, stacks and jogs, automatically. You are spared the expense and delays of special plates. And you may buy the Autopress on easy terms.

What further proof of Autopress efficiency is needed when firms as prominent as these purchase Autopresses?

American Press Ass'n.....New York, N.Y.
Prudential Ins. Co. .....Newark, N.J.
Colliers' Weekly .....New York, N.Y.
Amer. Druggists Syndicate.New York, N.Y.
Curtis Publishing Co. (Ladies' Home Journal and Saturday Evening Post). ..... Philadelphia, Pa.
New York Life Ins. Co.....New York
Keasbey & Mattison Co.....Ambler, Pa.
Bernheim Distilling Co....Louisville, Ky.
R. R. Donnelly Sons Co.....Chicago, Ill.
H. W. Johns-Manville Co New York, N.Y.
Perry Mason & Co. (Youth's Companion) ..... Boston, Mass.
National Cash Register Co..Dayton, Ohio
Brooklyn Eagle .....Brooklyn, N.Y.
Baltimore & Ohio R.R.....Baltimore, Md.
The Gazette .....Montreal, Can.
Otis Elevator Co. .....Yonkers, N.Y.
Dennison Mfg. Co...So. Framington, Mass.
John Wyeth & Sons ....Philadelphia, Pa.
Macey Company .... Grand Rapids, Mich.
Chattanooga Medicine Co.Chattanooga, T.
H. Blacklock ..... Manchester, Eng.
Germania Fire Ins. Co. ..New York, N.Y.
Blades, East & Blades.... London, Eng.
Ocean Acc't. & Guar. Co...New York, N.Y.
International Correspondence Schools, ... Scranton, Pa.
Van Camp Packing Co. Indianapolis, Ind.
Cape Town Times ....Cape Town, Africa
United Grocery Co.....Jacksonville, Fla.
Wright & Johnston ....So. Melbourne, Aus.
American Optical Co. .Southbridge, Mass.

Toronto, Dec. 4, 1911.
"The Autopress is a money maker. You have heard it before, of course; but I suppose you don't mind hearing it again."
FELIX A. BELCHER.

London, March 16, 1911.
"We are more convinced than ever that it is the only money maker regarding Printing Presses. Ours is running continually all the time."
THE LONDON ADVERTISER.

Strathroy, Ont., April 26, 1911.
"The Autopress will handle easily three times the quantity over any press we have had in our plant."
THE ART NOVELTY COMPANY.

Montreal, Nov. 11, 1912.
"Autopress now in our Printing Department has proven more than satisfactory. Should our output necessitate another press, it would surely be an 'Auto.'"
THE GAREAU-SAURIOL CO.

We wish we had the space to set forth here the hundreds of letters we have on file from Autopress owners, testifying to the merits of the machine and the profitable cost of production on it.

SEND TO-DAY FOR FULL PARTICULARS

THE AUTOPRESS COMPANY

299 Broadway, New York

CHICAGO, 131 S. Dearborn St.
ATLANTA, GA., Rhodes Bldg.
SAN FRANCISCO, Phelan Bldg.
BOSTON, 176 Federal St.
TORONTO, CAN., Stephenson, Blake & Co.

B.T.F. TYPE
FOR CANADIAN PRINTERS.

Is CHEAPER than leading British and American Founders.
Is cast on the POINT SYSTEM.
Is cast in Hard and Durable Metal.
Is BRITISH MADE ENTIRELY.
Is in use in all British Colonies.

Metal and Steel Furniture, Quotations, Clumps, &c.

Every Single Piece Tested before leaving the Foundry.
TRUE to POINT—ALWAYS.
All cast in our Model Foundry.
Accurate, Reliable and Durable.

PROMPT DELIVERY is assured as all Shipper Indents are executed by Return Steamer.

Send NOW for complete Specimen Book, mailed free on receipt of Trade Card.

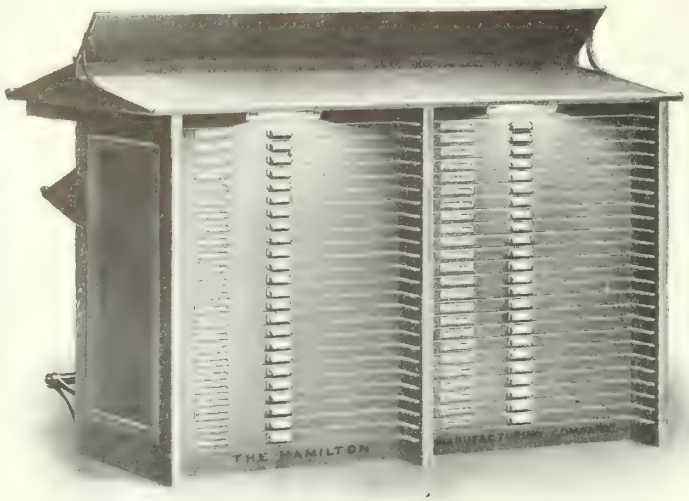
THE BLACKFRIARS TYPE FOUNDRY, Ltd.,

154, Blackfriars Road, LONDON, ENGLAND.

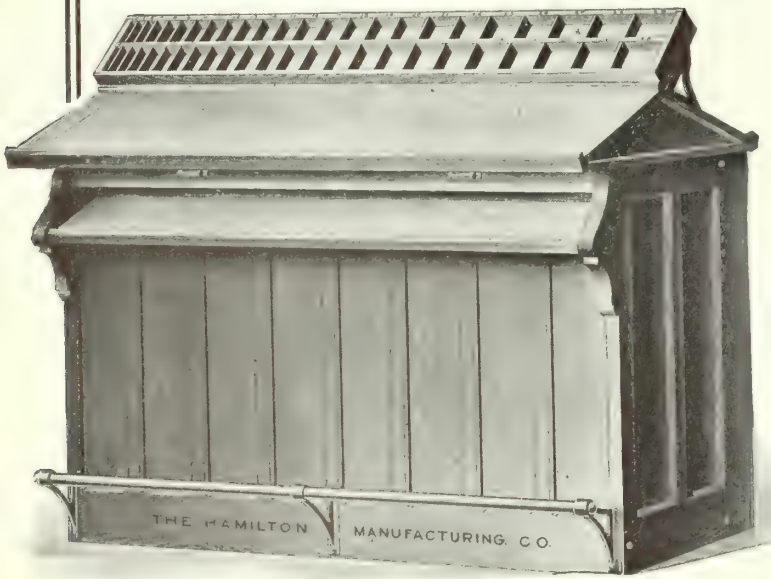
Cablegrams: "GIRASOLE, LONDON." Codes: A B C & WESTERN UNION.

Hamilton's MODERNIZED COMPOSING-ROOM FURNITURE

NOW AVAILABLE IN WOOD OR STEEL



Job Side No. 28 Tracy Cabinet—Steel Construction.



News Side No. 28 Tracy Cabinet—Wood Construction.
The Tracy Cabinets are made of wood or pressed-steel construction. This cabinet has proved one of the most popular and practical pieces of equipment ever offered to printers. It is now being generally introduced in modernized composing rooms.

Whenever shown and wherever used, the Hamilton line of Composing-Room Furniture has proved its superiority. This line of equipment embodies the concentrated, practical ideas of working printers and efficiency experts covering a period of more than thirty years.

The Hamilton line has been built up on demand to meet the actual requirements of some 50,000 employing printers and more than 300,000 actual working printers. This furniture is not in any sense experimental or theoretical.

Incidentally there has been constant improvement. The up-to-date office of five, ten or fifteen years ago is not in the lead to-day. Most large composing-rooms are filled with equipment, the accumulations of years as the business has expanded. Like Topsy, "they just growed."

This is the day of reckoning, principally with the cost problem; it is the day of the efficiency engineer—he is the doctor that discovers where the composing-room is sick, sometimes nigh unto death, and he prescribes the remedy. Sometimes there is a complication of ailments, but nine cases out of ten the trouble with composing-room costs lies in inadequate and antiquated equipment which should go to the junk heap. It may seem a little hard to see the old, time-worn pieces of equipment go, but the modern way is to run an up-to-date plant that produces profits, in preference to maintaining a museum of antiquities.

Printers have the choice of wood or pressed-steel construction in the Hamilton line, both equally efficient as to working qualities, the latter being indestructible and everlasting. Our catalogs, sent for the asking, explain it all.

WOOD TYPE.—In large sizes wood type has always proved its superiority. Cheaper in price and lighter in weight than metal, it is practically indestructible, and with good usage will last a lifetime.

Hamilton's wood type is guaranteed true and uniform in height. The large assortment of faces made in any size desired and any assortment of characters. Special Wood Type Catalog and circulars showing new faces sent on application. Write us or ask your dealer.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories - - - TWO RIVERS, WIS.
Eastern Office and Warehouse - - - RAHWAY, N.J.

Toronto Type Foundry Co. | Toronto, 70 York St. | Montreal, 345 Craig St., W. | Winnipeg, 175 McDermott Ave., E. | Calgary, Alberta. | Regina, Saskatchewan. | F. S. Lister, Fredericton, N.B.

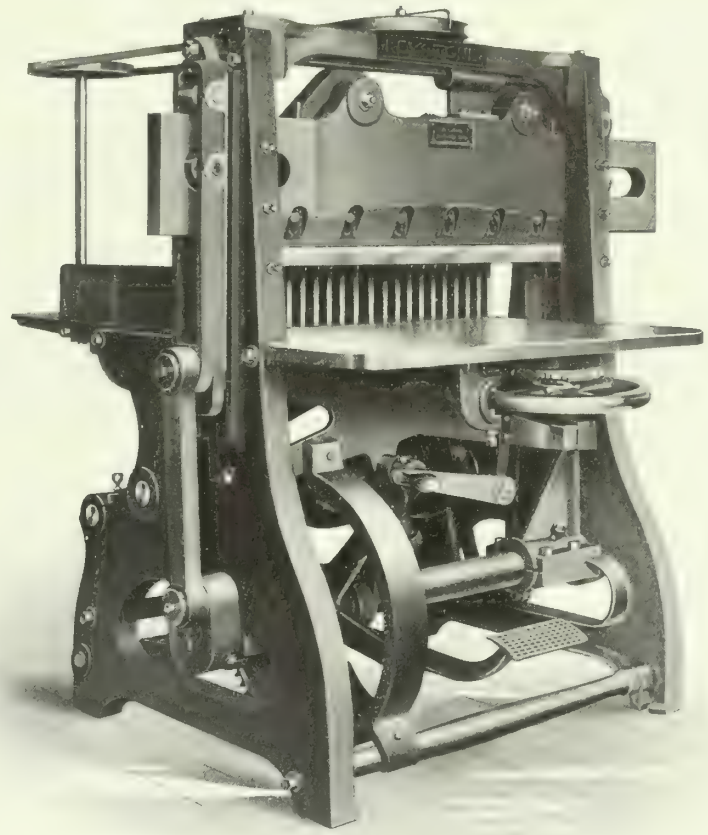
Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.
American Type Founders Co., Vancouver.
Miller & Richard | Toronto, 7 Jordan St. | Winnipeg, 123 Princess St.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

A MONEY SAVING MACHINE

means increased efficiency and economy of time which should increase your profits



THE KEYSTONE AUTOMATIC AND FOOT CLAMP CUTTER

is the simplest constructed automatic cutter on the market. Think what that means! Then consider the time lost in waiting for repairs to be made on more complicated machines, which necessarily get out of order more easily. That is a big item for a busy man to consider when purchasing a cutter.

The "KEYSTONE" is also accurate and rapid in cutting, as well as being safe and easy to operate. The friction clutch and brake allow machine to be stopped instantly the clutch is thrown out, and immediately the clutch is thrown in the brake is released, thus making it the safest cutter to operate and requiring minimum power to run the machine.

New circulars just out. Send for one to-day.

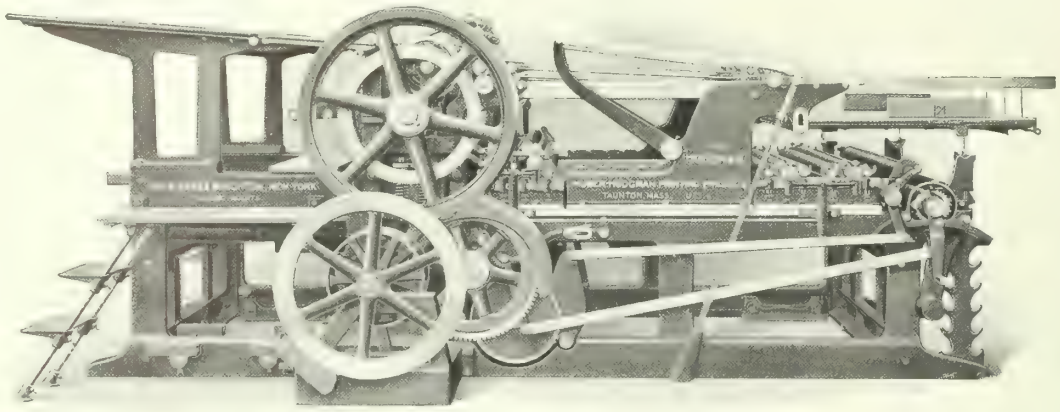
THE STANDARD MACHINERY CO.

Builders and designers of Embossing Presses of all kinds, Paper Cutting Machines, Die Cutting Presses and Bookbinders' Machinery.

Main Office and Works
MYSTIC, Connecticut

Sole Selling Agents for Canada: STEPHENSON, BLAKE & CO., 122 Bay Street, Toronto

THE Hodgman,



A good axle and a good king-bolt are very essential features of every wagon, but you cannot afford to buy a poor wagon simply because the axle and king-bolt are good.

In looking over cylinder presses you find one that has good distribution, and perhaps another with a good sheet delivery, but if you look CAREFULLY into the make-up of the entire machine you will invariably find some radical defect in design or mechanical construction that so far outweighs the slight advantage of the single point of recommendation that you will not consider its purchase.

We caution you to look carefully, and we use the term advisedly, for one of the greatest difficulties is that the average printer does not give a thorough, careful examination, preferring in many cases to take the word of another person, who is not always disinterested, and finding his mistake too late.

Let us put our time and expense against your time, and we will demonstrate the fact that THE Hodgman, is THE BEST IN THE PRINCIPAL AND MECHANICAL CONSTRUCTION OF ITS BED MOTION (the most vital factor in every flat-bed press), EFFICIENCY OF INTERCHANGEABLE DELIVERY, PERFECTION OF DISTRIBUTION, RIGIDITY OF IMPRESSION, ACCURACY OF REGISTER, FREEDOM FROM SLURRING, HIGHEST SPEED AND GREATEST LASTING QUALITIES, and

Every Qualification Combined in the Best Press

If we fail to convince you, we will advise you to place your order with "the other fellow."

The Huber Hodgman Printing Press Co.,

Represented for us by
H. W. THORNTON, Chicago, Illinois
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Metropolitan Life Building
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What would it be worth to you to greatly increase your circulation? Wouldn't the advertising value of your paper be greatly strengthened? Wouldn't your present as well as prospective advertisers have greater confidence in your paper? Wouldn't your profits be enlarged considerably without any appreciable increase in productive costs? You *know* they would. *Then increase your appeal!* You can bring in new readers by using, as an attraction,

The CANADIAN COUNTRYMAN

for THE CANADIAN COUNTRYMAN is winning its way into the hearts of the best people in Canada. The human interest and fascination of its stories appeal to and entertain them. The well-thought-out and interestingly-told articles on a wide range of subjects, including agriculture and topics of particular interest to women, benefit both sexes. And the price enables them to secure one of the best magazines in Canada at no more than the cost of a newspaper.

THE CANADIAN COUNTRYMAN appeals to the shrewd business man, the energetic progressive farmer, the careful, economical housewife, as well as those who are considered extensive buyers. These are the people your *present* advertisers wish to reach—and in large numbers. This is the circulation service your *prospective* advertisers desire.

Write us *to-day* for full particulars regarding our Special Clubbing Offer to Publishers.

The CANADIAN COUNTRYMAN PUBLISHING CO.
8 COLBORNE STREET ∴ ∴ ∴ TORONTO, CANADA

"*Good* printing costs no more than *bad* printing"

IN the printing business we will have cost problems and other problems just so long as the work produced by printers is not intrinsically worth the price asked for it.

A printer who cashed in handsomely on quality put this phrase at the top of his letter heading: "Good printing costs no more than bad printing." Relatively, this is one hundred per cent. truth.

There is a medium and a high-grade "good printing." If you know what your work costs you can make money if you produce one or both, but there's only one grade of bad printing. It's the kind your customer doesn't like, and all the cost systems in printerdom will not relieve you of the problems until you get into the quality class. Quality is part of the service due your customers who are willing to pay for good printing.

Good type, plenty of type, beautiful faces; and a grade of machine composition equal to new foundry type set by hand, makes printing pay, because it introduces the essential element of quality right at the start.

The Monotype Caster and Composing Machine put the remunerative features of beauty and good taste into machine composition, without putting expense into it also.

In addition to its unequalled success as a composing machine, producing work that commands the highest price for a low production cost, the printer operating a Monotype can cast type and spacing material for the cases in quantities and at such times as to warrant the highest possible development of composing room efficiency.

The Monotype means a better day's work for every man you employ.

Lanston Monotype Machine Company

Philadelphia

BOSTON NEW YORK CHICAGO

Miller & Richard, Canadian Representatives, Toronto and Winnipeg

367

Sample Covers
Selling Suggestions
Inspiration Covers

They're all one—we didn't intend to mislead. When we prepared them we called them Sample Covers and Selling Suggestions and so advertised them in "The Ambassador."

So many printermen wrote us of the inspiration obtained from their use that we decided to style them

INSPIRATION COVERS

Many who received the covers originally, reading the new ad.—thinking more good helpers were to be had—have written in again for Inspiration Covers. We make this explanation to avoid further misunderstanding.

If you haven't seen—and you want to see INSPIRATION COVERS and they truly are—write us for a set to-day.

NIAGARA PAPER MILLS
LOCKPORT, N.Y.

One of the First Considerations
of the
Printing Office
should be the

QUALITY
of the
PRINTING INK

You can rely on us to supply the *Quality* as we have done since 1786.

SHACKELL, EDWARDS & CO., LIMITED
127 Peter Street - TORONTO
Orders executed the same day as received

Here is what they say:

"I've decided to order the PEERLESS PATENT BOOK FORM CARD. I'm tired of going through every pocket, or fumbling through a card-case to find a loose card which may be dirty when I find it."

That is what one representative business man said to us only this week. We found out that he had known of our cards for some time, but had quite a stock of the old kind on hand, and was only waiting to use them up before ordering the Peerless Card.



Appearance of Our Neat Card in Case.

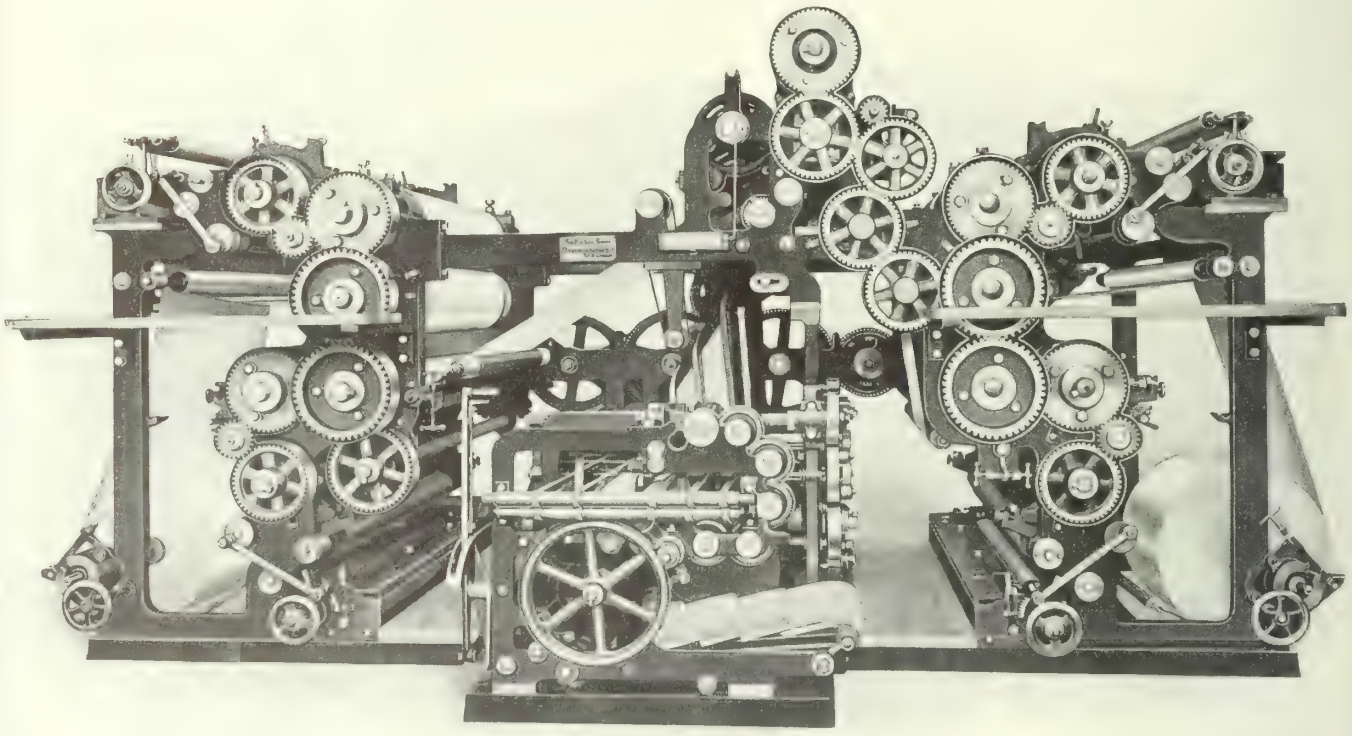
His attitude is representative of the business man of any community. He only has to know about them and where to get them. If you are prepared to furnish him the card, printed and bound in your own shop, you can always have his trade.

We furnish you the blank cards and the equipment for the binding. They are patented. They are always clean, smooth-edged when detached, and carried bound, in a seal leather case. Send for a sample tab of the cards and let them convince you that they are the best thing in the way of a card that you can find.

The John B. Wiggins Company
Engravers, Die Embossers, Plate Printers
82-84 East Adams Street Chicago, U.S.A.

The Northern Press and Engineering Company, Limited

TWO-ROLL PRINTING, FOLDING AND INSETTING MACHINE



TUBULAR PLATE MACHINES

The above illustrated machine will produce newspapers of from 4 to 16 pages, all inset and pasted from 2 reels of paper.

A Tubular Plate Machine must print from 4 reels to give the same products.

Our machine will print the above sizes from a single set of plates.

A Tubular Plate Machine must have double the number of ink ducts, double the number of printing and stereo cylinders, double the number of composition rollers, double the number of wheels and bearings to absorb power and oil, and it occupies fifty per cent. more floor space than our Two Roll Single Plate Insetting Machine does.

THE NORTHERN PRESS AND ENGINEERING COMPANY, LIMITED

Makers of Rotary Newspaper Printing and Folding Machines of all classes, printing from 1 to 8 rolls of paper. Also makers of the "Norpress" Flat Bed Web Printing and Folding Machine and The "Multiplate" Plate Casting and Finishing Machine.

BOX 456, TORONTO P O.

Monopoly dislikes competition. Monopoly seeks to destroy competition. We are the first serious competition that has ever confronted the Composing Machine monopoly. We may be disliked but we are flourishing vigorously.

AFTER having run their allotted time, and earned their merited reward, the patents which enabled the monopoly to be maintained on two-letter line casting machines have expired. We are not "imitating," we are not "counterfeiting." We are improving, refining and perfecting. As long as monopolistic control existed, improving, refining and perfecting were not necessary. The day of monopoly has now passed. The only patents in force on the "INTERTYPE" are those held by us, and cover improvements which will be found only in the "INTERTYPE" Machine.

Our mats, spacebands, and supplies are made as they should be made, by the very men who developed the art of making them. They are interchangeable with those furnished for Linotype Machines, and will be sold at 30% discount from list prices. Deliveries will commence in December.

The "INTERTYPE" is the equivalent of the Model 5 Linotype. All principal operations are performed in the same manner. The product is a slug which is in no way different from a perfect Linotype slug. The "INTERTYPE" will be sold at $2,150, and deliveries will commence in February.

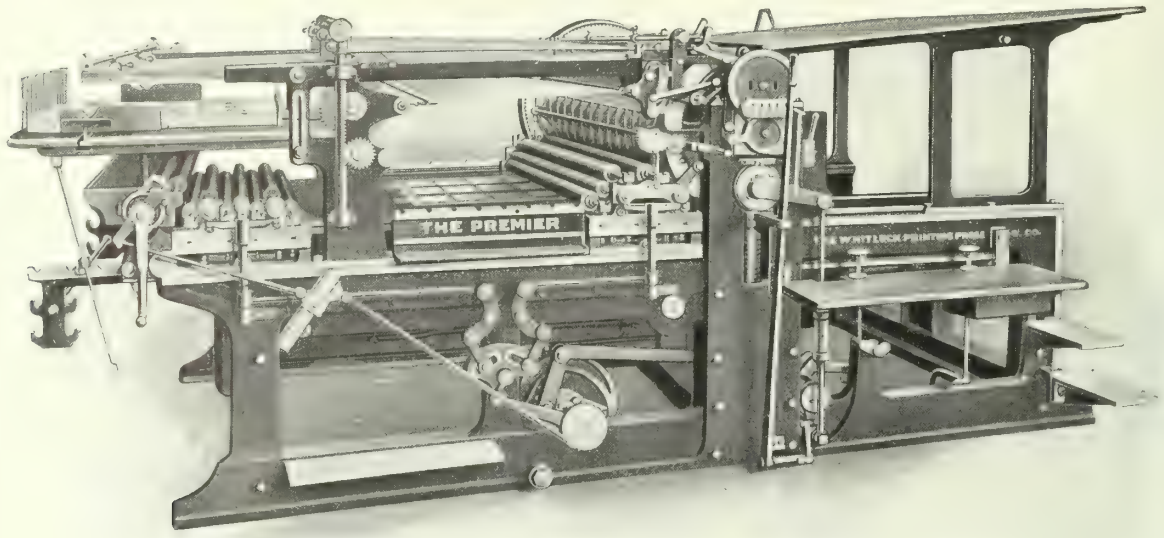
INTERNATIONAL TYPESETTING MACHINE CO.

HERMAN RIDDER, *President*

Factory:
Foot of Montague St., Brooklyn, N.Y.

New York Office:
182 William St., P.O. Box 2072

The PREMIER
in NAME and EFFICIENCY



The experience of Canadian printers with this two-revolution, four-roller press fully justifies the name of *Premier*. Because the Premier combines in *one* machine *all* the good points of other two-revolution presses — and *many others*. The Premier stands *supreme* among two-revolution presses in strength, swiftness and smoothness of operation, and in quality and quantity of output.

The double delivery is simple and effective. It is conveniently changeable from printed side up to printed side down, or vice versa; the change taking only two or three minutes. Having the heaviest distribution, the Premier is specially adapted for the finest half-tone or color process work. Special adjustments ensure absolute register. Write *at once* for more complete information and quotations to the Canadian Selling Agents.

MANTON BROS., TORONTO

PRINTERS' SUPPLIES

PRINTING INKS

Your printing ink troubles will be eliminated and your highest endeavors realized by the use of *Manton Bros. Printing Inks*—News Inks, Fine Black Halftones and Colors.

PRINTING ROLLERS

But good rollers are also essential to first-class results. Perfect satisfaction is ensured by our method of casting rollers. We have the most up-to-date Gatling Gun Machines for the casting of printers' rollers, and spare no efforts to produce the best results obtainable by only the highest grade of glue and glycerine. To get the *most* out of your rollers, send us your cores *early* and give them time to season before using.

STEREOTYPE PAPERS

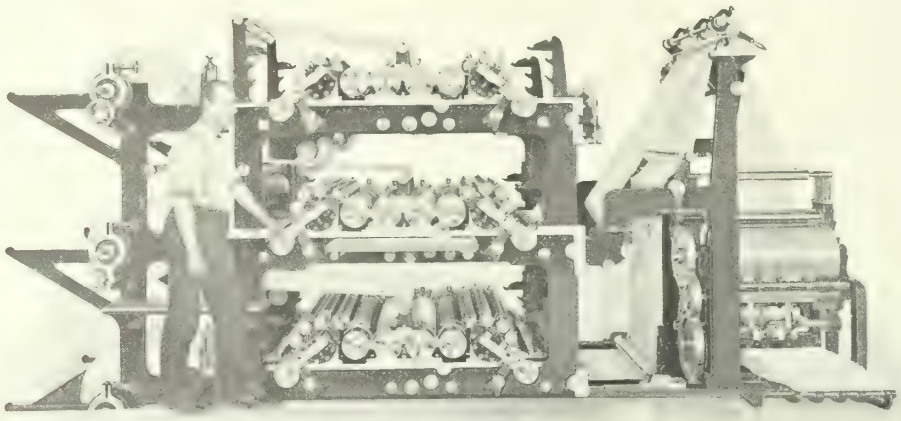
We are the Canadian agents for *Dixon's Fine Stereotype Matrice Papers*, which are being used by the largest daily newspapers in Great Britain and Canada. Also the *Dry Mat* which is being used by influential British and American and Canadian Dailies and now being introduced to the Canadian trade. Ask for information.

MANTON BROS., TORONTO

THE DUPLEX TUBULAR PLATE ROTARY PRESS

IT DOUBLES THE PRODUCT

Absolutely single plate — No half-speed devices



THE 12-PAGE DUPLEX TUBULAR PLATE PRESS

Capacity, 30,000 per hour of 4, 6, 8, 10 or 12 page papers. All book fold and at full Speed from single plates.

OVER FIFTY ALREADY SOLD

In 1911 DUPLEX TUBULAR sales for one month exceeded the sales of all competing machines together in the same field for the whole year.

Our Customers Write Our Ads.

"We are very glad indeed that we purchased this machine and would strongly advise anyone else to do the same." KINGSTON, N.Y., FREEMAN

"The 12-page Tubular has been running successfully for over a year. We know that you have solved our problem —the problem of the small daily." BROOKLYN, N.Y., FREIE PRESSE

"My decision after full investigation was that the Duplex Tubular is a superior machine to any other now on the market and I purchased that press." W. M. MILLER, PORTSMOUTH, O., BLADE

"I can only say, from my experience, that if buying another press I would buy a Duplex Tubular without consideration of any other make." A. L. MILLER, Mgr., BATTLE CREEK, Mich., ENQUIRER

These are extracts from some of the many letters of users. Write for the complete letters and catalog with full information about this remarkable press.

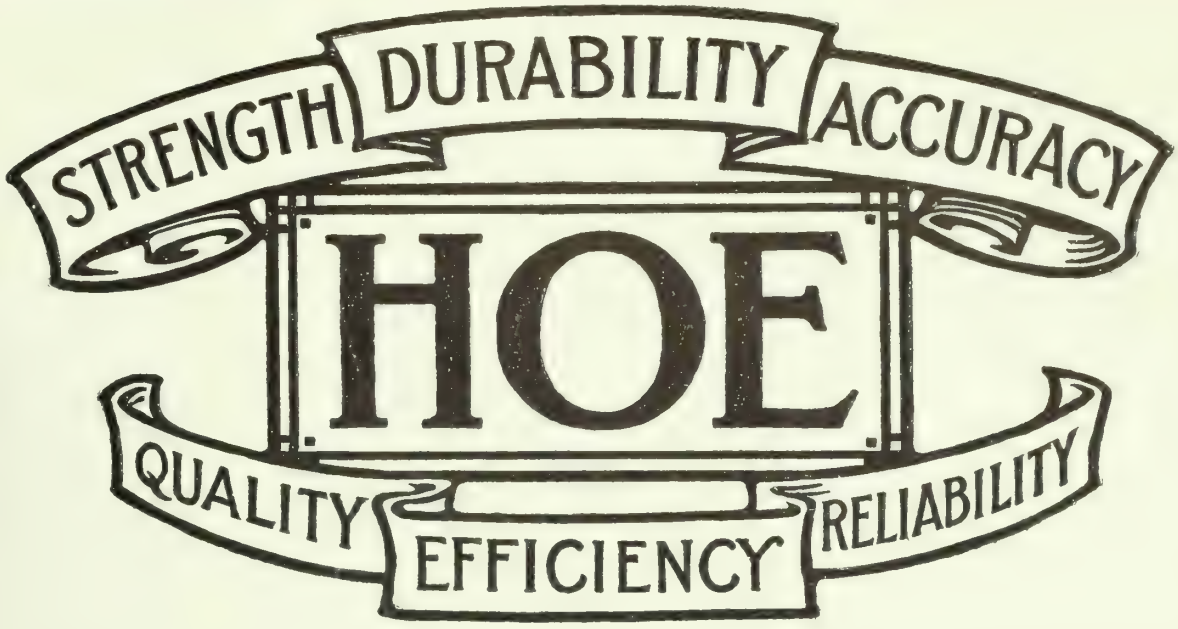
The DUPLEX TUBULAR-PLATE ROTARY PRESS will give TWICE THE PRODUCT of any other press carrying an equal number of plates.

In the Duplex Single-Plate Rotary there is **no collecting, no associating, no tapes, no half-speed cylinders.** All sheets are cut AFTER passing over the former—not before, as in other makes. ALL products delivered BOOK FOLD AND AT THE SAME RATE OF SPEED and with NO DUPLICATE PLATES and NO WASTE SHEETS.

MILLER & RICHARD

General Agents for Canada

Toronto Montreal Winnipeg Vancouver



The Business of R. HOE & CO. has been established over ONE HUNDRED YEARS. It is the largest manufacturing concern in the world of printing, lithographing, stereotyping, electrotyping and photo-engraving machinery.

Over 2,500 men are employed in the New York factory, which has a floor area of over twenty acres. A European factory is operated in London, where over 600 men are employed,

Presses are designed and built to suit all classes of printing and to meet all possible conditions. Over one hundred models of Hoe Rotary Presses are in successful operation.

The name of R. HOE & CO. on a printing press or other machine is an assurance of reliability, efficiency and economy in operation.

If you have difficulty in getting your present product out economically and on time, write to us and our printing machinery engineers will be pleased to give competent advice.

R. HOE & CO.

Manufacturers of Printing, Electrotyping and Stereotyping Machinery

504-520 Grand Street, NEW YORK

Canadian Office: 120 St. James Street, MONTREAL. Also at 109-112 Borough Road, LONDON, S.E., England



CROXLEY

AIR DRIED PARCHMENT

Write for samples of this distinctive commercial grade, suitable for letterheads and general stationery. Manufactured at our Croxley Mills, and stocked in a variety of sizes and weights by—

JOHN DICKINSON & CO., LIMITED

Makers of High Grade Printing and Writing Papers

CROXLEY HOUSE Lemoine Street MONTREAL

Better *Results* for Your *Money*



It's a good proposition: the use of White Machine Knives for your Paper Cutter. It means less grinding, longer runs, longer life of the knives, more productive time, more work done and more results for the money. When in the market for paper knives give us your order.

SOLE AGENTS

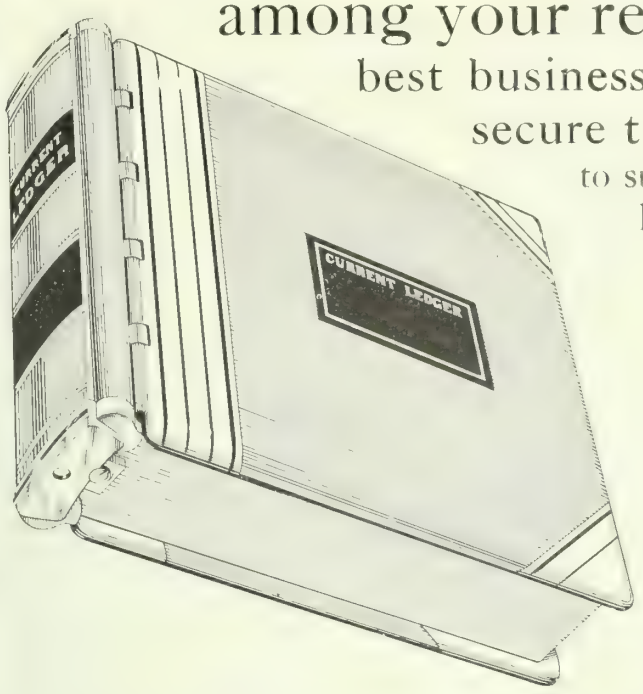
THE J. L. MORRISON CO.

ESTABLISHED 1888

445-447 KING ST. W., TORONTO, ONT.

Bookbinders', Printers', Lithographers' Machinery & Supplies

What would it be worth to you to include among your regular customers the best business men of your locality—to secure their Loose-leaf business—to supply them indefinitely with Loose-leaf supplies?



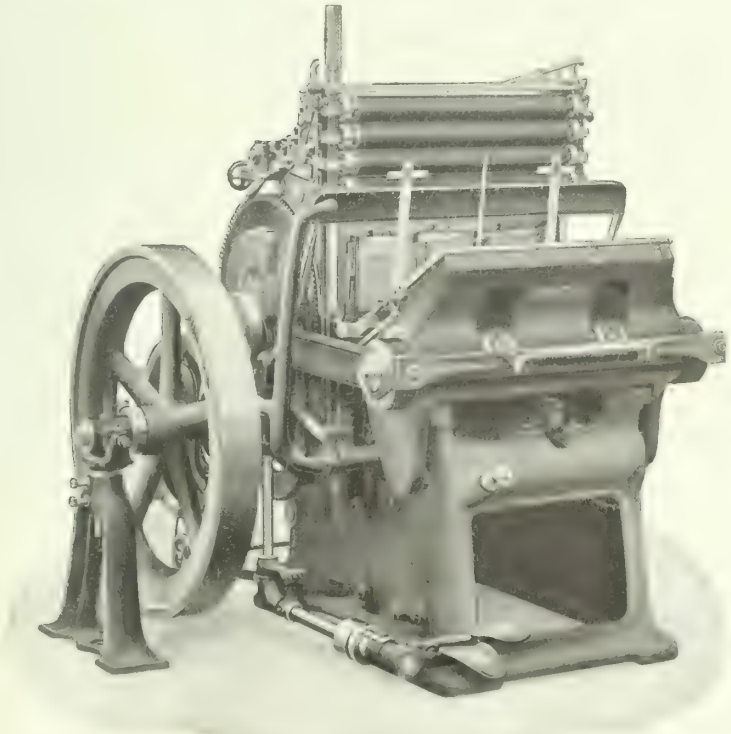
You can easily secure and handle quickly and satisfactorily the Loose-leaf business of the bankers, brokers, manufacturers and all business men of your district by taking advantage of the complete co-operation of our modern, well-equipped plant. Your customers will appreciate the feeling of strength and stability there is about our binders. Their long-wearing and perfect-wearing qualities will readily appeal to them.

You will enlarge your facilities and greatly increase the profit-earning power of your plant by co-operating with us. More than that—by doing the Loose-leaf work of your customers you will undoubtedly prepare the way to secure their regular work.

Decide *NOW* to get *your* share of the lucrative Loose-leaf business. Write us *to-day* for full particulars.

PRINTERS' SPECIALTIES, Limited, Toronto

Ask Southam Press, Ltd., Montreal; Scott Printers, Ltd., Toronto; Moore Bros., Ltd., Toronto; Le Soleil, Quebec; Ransom Engraving Co., Winnipeg; Hughes & Elkins, Vancouver, and other users what they think of



The **PHOENIX Art Platen**

For Color Work, Half-Tone Work, Folding Box Work and all the best grades of printing.

Over 7000 in use

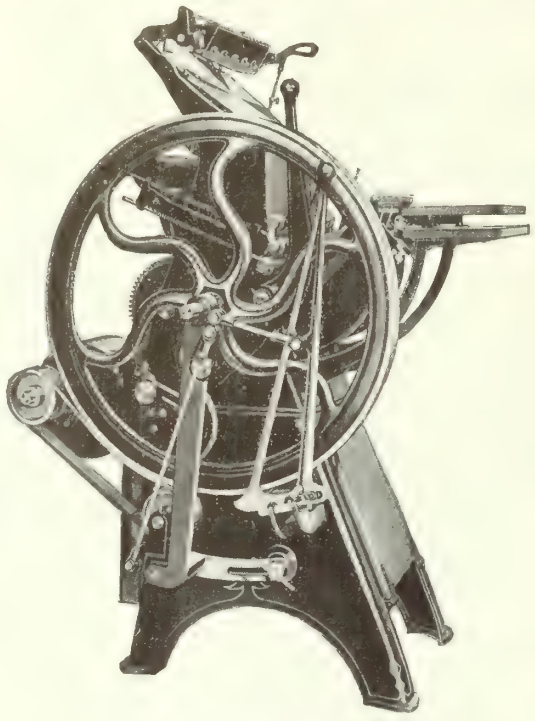
Many repeat orders.
The best Platen Press in the world.

Miller & Richard

Sole Canadian Agents

Toronto Winnipeg Montreal Calgary Vancouver

THE IMPROVED PEARL PRESS



GOLDING MFG. CO.
FRANKLIN, - - MASS.

saves

labor, power, type, floor space—in every operation. The Pearl is a small press for small work. Rapid, strong, convenient, and the lowest-priced power press on the market. It has an impression throw-off, automatic ink supply, automatic belt shipper and quick stop brake. Easy control for safety and rapidity of operation. It can be accurately fed by the average feeder at a higher speed than any other platen press.

The Pearl means a reduction in the actual percentage of cost in the production of small work.

Increased efficiency is enjoyed by its use in relieving the larger and more expensive presses of short runs and small forms.

Plant efficiency—a basis for reasonable cost—a real salary and an honest profit is interestingly treated from a practical standpoint in our booklet, *Speed, Capacity and Quality.*"

CANADIAN AGENTS:

Stevenson, Blake & Co., Toronto. Miller & Richard, Winnipeg
Geo. M. Stewart, Montreal. Printers' Supplies Ltd., Halifax.
American Type Foundry Co., Vancouver.

GOLDING

PRESSES

GOLDING JOBBER The most highly developed type of the modern Job Printing Press. Unequaled for Quality and Qantity of Product. 8x12 to 15x21 inside of chase.

PEARL A small press for small work. Easy running. High Speed. Low Cost. Big Producer. 5x8 to 9x14 inside of chase.

OFFICIAL Hand Press. Simple in construction. Easy to operate. 4x6 to 8x12 inside of chase. Special made for printing imprints on large sheets.

EMBOSSER Prints, Embosses or Stamps. Impressional strength, 120,000 lbs. Electric or Steam hot-bed. Size 9x13 ins.

SEMI-AUTO Prints in one, two or three colors, 3000 to 10,000 impressions an hour with one feeding. Will do any three of the following operations; print, emboss, cut, score, punch, rule or perforate.

SPECIAL for printing on wood up to 1 in. thick and for using large numbering machines.

CUTTERS

AUTO-CLAMP The latest, strongest, most convenient to operate and only self-adjusting clamp. Sizes, 30 and 36 in.

GOLDING POWER Modern design. Strong and powerful. Roller bearings. Double shear movement. 26, 30, 34 and 36 in.

HAND ROTARY Similar in construction and easily changed to a power cutter. The Roller Bearings saves 10 per cent of the power. 25, 30 and 34 in.

GOLDING LEVER Most powerful Lever Cutter made. Convenient to operate and accurate. 25, 30 and 34 in. Easily changed to power.

PEARL A small hand lever Cutter for small work at a moderate price. Sizes, 13 and 19 in.

BOSTON SHEARS With off-set hinge to allow cutting long strips. Balanced handle to avoid danger to operator. Sizes, 8, 12, 24 and 36 inch.

TOOLS

MITERERS With standard set for right angle, triangle, square, hexagon and octogon. Also with standard gage set by six point.

CURVERS The most convenient and accurate tool for making curves, circles, ovals. These curved corners were made with it.

RULE and LEAD Cutters that have a world-wide reputation for their excellence of design and construction. The Original Little Giant Lead and Rule Cutter.

TABLETING PRESS The most convenient and quickest to operate for making tablets or bundling.

BENZINE CANS Steel Cans with safety valves. Strongest, safest and most convenient. Saves 10 per cent on insurance.

COMPOSING STICKS For news and job work. Standard set with time-saving features unequaled.

Golding Machines and Tools combine the perfection of over forty years experience in their manufacture and have a world-wide reputation for their original design and superior construction.

GOLDING MANUFACTURING CO. - Franklin, Mass. U. S. A.

Canadian Agents: Stevenson, Blake & Co., Toronto; Miller & Richard, Winnipeg; Geo. M. Stewart, Montreal; Printers' Supplies Ltd., Halifax; American Type Foundry, Vancouver.

Eliminate your Cam Roller Troubles and increase the quality of your Platen Press work by using

THE PEERLESS PRESS

It has:

Stationary Bed	Peerless Durability
Toggle Impression	Peerless Strength
"Dwell" on Impression	Peerless Speed
Locked Throw-off	Peerless Quality

and will earn you more money and satisfaction than with any other Platen Press of similar value.

Sells at same price as a Gordon

MILLER & RICHARD *Sole Canadian Agents*

Toronto Office:
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Private Exchange:
Adelaide 1986

BARBER PAPER & COATING MILLS, LIMITED

GEORGETOWN, ONTARIO

Maple Leaf Beaver

COATED BOOK

INKS OF STERLING WORTH

Not price alone, nor quality alone, but price and quality combined, should influence you to use KIDD'S PRINTING INKS. They are inks of sterling worth. Our specimen book will show you better what we mean and can be obtained from

STEPHENSON, BLAKE & CO., - - 122 Bay Street, Toronto
JOHN MARTIN PAPER CO., Limited - - - Winnipeg, Man.
PRINTERS' SUPPLIES Limited - 27 Bedford Row, Halifax, N.S.
COLUMBIA PAPER CO., Limited, 1043-7 Hamilton Street, Vancouver, B.C.

All of whom carry large stocks.

National Paper Company

Limited

Manufacturers of High Grade Enamel Books, Lithographic and Coated Label Papers

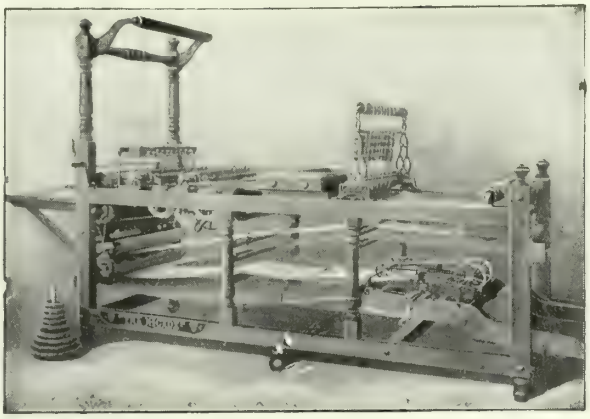
Head Office and Factories:
Valleyfield, Quebec

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"Herald" Building,
corner Craig and Alexander Sts.

A complete stock of all regular sizes and weights carried in Toronto

Hickok Ruling Machines



Paging Machines — Standing Presses
Board Shears — Embossing Presses
Signature Presses — Backing Presses
Complete Bookbinding Plants a Specialty

Sole Agents:

MILLER & RICHARD

Real Money for Examples of Good Typography

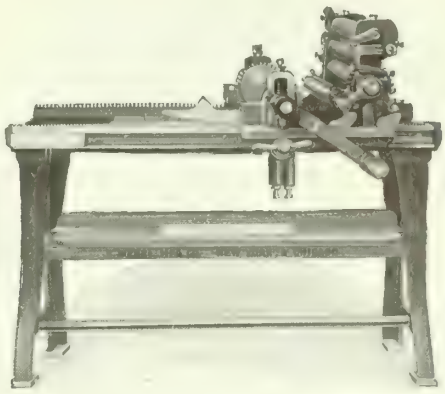


Beginning with the July number, THE PRINTING ART will contain a department showing the finest examples of typography that are being produced every month. A prize of $10 will be paid for the best specimen, or specimens, submitted, as well as other prizes for second, third and fourth best examples.

The prize-winning designs will be reproduced in approximately full size, and criticism will be made of all designs submitted.

This new department will be one that no ambitious compositor can afford to overlook. Write to-day for further particulars and a sample copy of the most beautiful printing trade journal published.

THE PRINTING ART
CAMBRIDGE, MASS.



Herald Automatic Self Inking Proof Press, operated by hand; also made with Feed-Board. Made in seven sizes.

WESEL
PROOF PRESSES

(One of several styles is shown)

Afford the Printer's Salesman one of his most efficient selling helps. The clever salesman makes extensive use of proofs for paging up "Dummies"—the enterprising printer submits important jobs in this form.

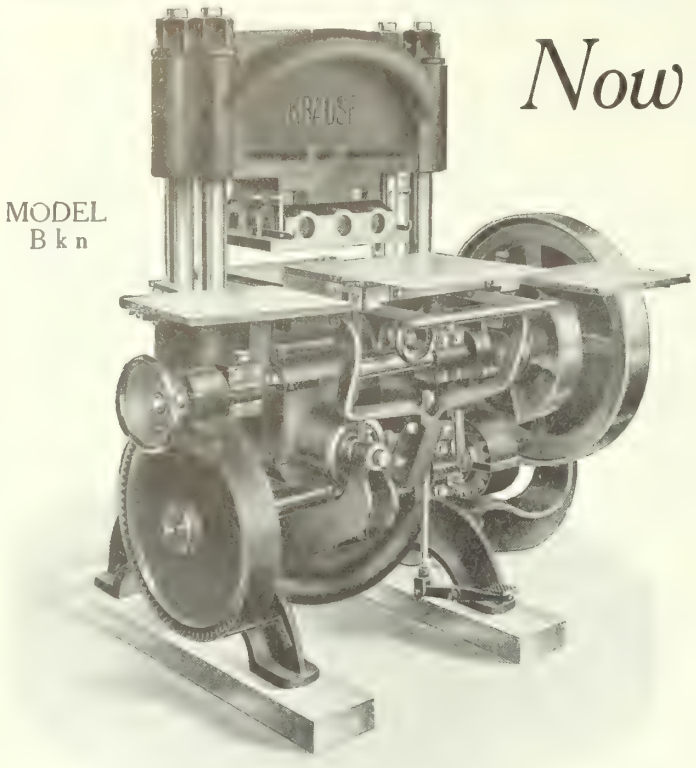
To get many proofs quickly you must have an Automatic—preferably a Wesel Automatic Proof Press. We make many styles. Ask for our booklet "Proofing."

And tell us your enquiry comes from the Printer & Publisher

F. Wesel Mfg. Co.

Printers' and Platemakers' Equipment

Main Office and Works
70-80 Cranberry St., Brooklyn, N.Y.
New York, 10 Spruce St. Chicago, 431 So. Dearborn St.



MODEL
B k n

Now Don't Pretend

that the Four-column Blocker and Embosser you want doesn't exist, for *here it is.*

Manufactured by

KARL KRAUSE

LEIPZIG, Germany

Also sold by several Canadian Importers of Printers' and Bookbinders' Machinery

SATIN BOOK

Has a bright, natural color. Is bulky and easy to print. Will take fine-screen half-tones.

SATIN BOOK is an Art Paper sold at the price of S.C. Book.

PRINTED SAMPLES GLADLY SENT ON APPLICATION

TRADE MARK

This design a guarantee of quality

CANADA PAPER CO. LIMITED

Colored Papers a Specialty

Toronto Montreal Windsor Mills, P.Q.

"RED SEAL"

COATED R PAPER

Trade Marks Registered

"LUXACOTED PORCELAIN"

We manufacture the

Highest Grade Coated Papers

and have earned a reputation for reliability and quality of our Product.

RITCHIE & RAMSAY, Limited

TORONTO - CANADA

Eastern Agents
Howard Smith Paper Mills, Ltd.
Montreal

Western Agents
John Martin Paper Co., Ltd.
Winnipeg

The Typography of Advertisements

By F. J. TREZISE

This book is universally commended by all groups interested in advertising, including Prof. Walter Dill Scott (the psychologist in advertising), the publisher, the ad.-writer, the advertising agency and the ad.-compositor. It should have a place in every advertising man's library, and is invaluable to the compositor. The author makes typographical display a living part of salesmanship. Look at the table of contents:

Importance of Good Advertising Display
Laying Out the Advertisement
The Question of Display
On Choosing Type
On the Use of Borders
The Department-Store Advertisement
Hand-Lettered Advertisements
Agency Advertisements
Illustrations in Advertisements
How to Set the Advertisement

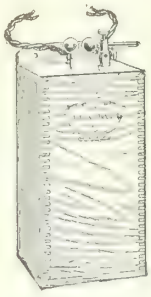
Printed in two colors; 136 pages; 65 illustrations, handsome board cover.

Price, $2.00

THE INLAND PRINTER CO.

632 South Sherman Street
CHICAGO, ILLINOIS

Is Static Electricity Decreasing the Output of Your Presses?



Licensed under patents
Chapman Electric Neutralizer Co.

There is one guaranteed remedy for static electricity in printing paper—

The Thompson Static Neutralizer

Costs you nothing if it doesn't do the work. Five hundred pressmen endorse it as the best apparatus ever invented for this purpose.

Do You Want to Do Away With Slipsheeting?



TRADE-MARK Offset Eliminator
Beware of Infringements

Attach an **Offset Eliminator** (Gas or Electric) to the sheet-delivery mechanism. If it doesn't save its cost the first month, send it back and we'll pay the charges.

Write for literature and list of users.

THOMPSON STATIC NEUTRALIZER

Makers of Guaranteed Pressroom Accessories
1645 OLD COLONY BUILDING, CHICAGO
Canadian Agents: Toronto Type Foundry, Toronto, Montreal, Winnipeg

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Wishing all our Customers and Patrons the Compliments of the Season

H. J. LOGAN
114 Adelaide St. W., Toronto

THE RESULT OF USING GOOD INK

The ink that gives complete satisfaction and saves its own cost by its greater efficiency per pound and perfect working qualities is the cheapest ink regardless of its price.

CHARLES HELLMUTH

INKS

KAST & EHINGER, Germany

give the results that make it the profitable line for the printer to use: Perfect Printing, Perfect Half-tones, Perfect Solids. No Peeling, no Offsetting.

Printing and Lithographic Inks, Dry Colors, Varnishes, Special Offset Inks.

CHARLES HELLMUTH

New York
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THIS NEW DISCOVERY IN BOND PAPER MAKING

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SEVEN years ago when the Crocker-McElwain Company started in business, we sent our experts to the press rooms of printers and lithographers to find out what bond paper troubles they wanted us to overcome and annihilate.

We found out that the crying, bleeding, disrupting trouble which printers have in printing loft-dried bond papers is the something in the paper that caused the sheet to run into waves, wrinkles, kinks, creases and V-shaped ripples.

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We found out different. We found that bond papers were not being made flat. They were being finished to look flat, and to lie flat, and to seem flat, but when strained around the cylinder on the press, their artificial flatness was shown to be a snare and a delusion.

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When bond paper starts through the paper machine, it is nothing but flowing pulpy water. On the Fourdrinier the pulpy water changes to watery pulp. Under the couch and press rolls the watery pulp becomes a plastic web of paper.

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The Ladies' Home Journal and Saturday Evening Post had this same trouble with their magazine paper, and solved it in identically the same way we have solved it in bond paper.

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It means that you can load the feeder with 15,000 sheets; start the press, and run through without a stop.

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This new Tokyo Bond costs you not a cent extra. It is medium priced, yet has the bankish, bondish look of the high priced bond papers.

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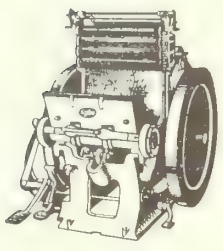
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Atlanta, Ga., Montag Bros.
Boston, B. F. Bond Paper Co.
Boston, Carter's Ink Company
Buffalo, Courier Company
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New York, J. F. Linde Paper Co.
New York City, 18 Beekman Street, Ladies' Home Journal
New York City, Old Dominion Paper Co.
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Pittsburgh, Western Penn. Paper Co.
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St. Louis, Higgins Paper Company
Syracuse, J. E. F. Gilbert Co.
Toronto, Brown Bros., Ltd.
Troy, Troy Paper Company
Vancouver, Smith, Davidson & Wright, Ltd
Washington, B. F. Bond Paper Co.
Wheeling, Clarke Paper Co.

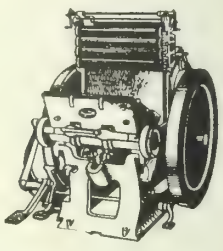
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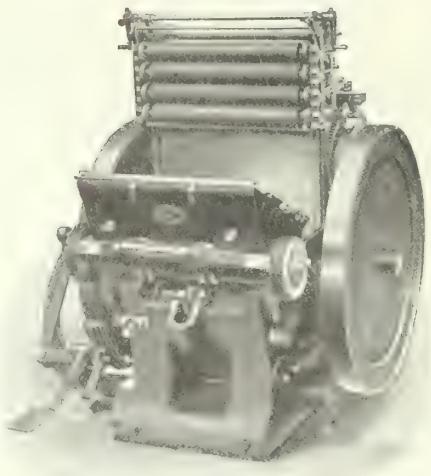


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has been constructed with such scientific insight that even an expensive *cylinder* cannot approach it for results.

With the ART CAXTON you will secure an absolutely perfect impression—that square, even impression of the old hand press. Your pressman will appreciate the most perfect results thus obtainable and the life of your plates and type will be considerably lengthened.



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A point that *you* will appreciate is the *versatility* of the ART CAXTON. Beside producing the finest art letterpress work, including halftone and three-color, it is equally well adapted to blind embossing, or embossing and printing at one impression; cutting and creasing, or cutting, creasing and printing at one impression; cutter-crush work and plate marking.

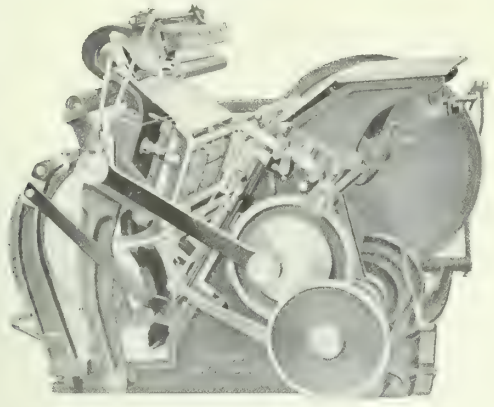
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Send *to-day* for more complete information and quotations.

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PROFIT-BUILDERS



The Greyhound of the Pressroom

The HADDON SAFETY

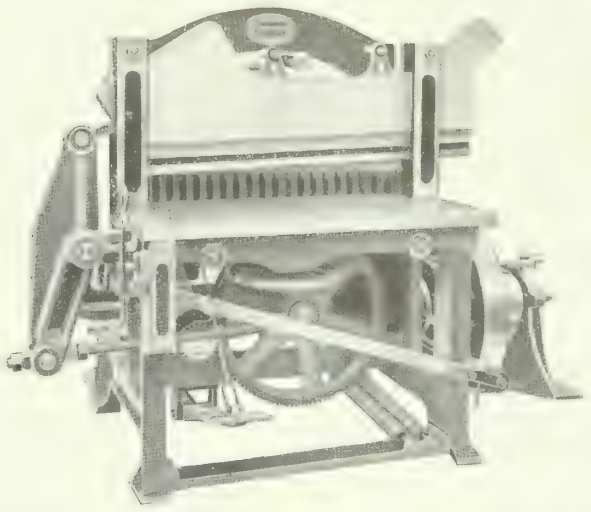
Will turn out as much work as three of your ordinary presses—with a quality of workmanship you will be proud of.

Figure up the best average weekly output of one of your ordinary platens. You will find it is not more than 34,000 (700 per hour for 48 hours.) The output of the SAFETY, based on the *very low* average of 2,000 per hour for the same number of hours is 96,000—a difference of 62,000 impressions. Reckoned in dollars and cents at eighty cents per thousand impressions, the weekly earning capacity of the SAFETY is over $77.00 as compared with less than $28.00 on your ordinary platen—*an average gain above other platens of nearly $50 a week.*

Add to this increased gain the time-saving value of the movable make-ready plate, the reduced number of wash-ups, the great saving of time effected by the automatic jogging of the printed stock, perfect inking and absolute register, and you will realize, in a measure, the profit-earning power of the SAFETY.

Decide NOW to put your platen press-room on a profitable, paying basis by doing on a single SAFETY a much better class of work than you can on *three* ordinary platens.

Write us *to-day* for English or French descriptive booklet and quotations.



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There are many more distinctive features of the Crosland that you will appreciate and would demand in a cutting machine. Send *to-day* for complete information and quotations.

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The PRINTER & PUBLISHER

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF THE PRINTING AND PUBLISHING TRADES OF CANADA

VOL. XXI. **Toronto, December, 1912** NO. 12

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The PRINTERS' SECTION

Should a Commercial Printer do Loose Leaf Work?*

By F. M. Kimbark

Manager, Business Systems Limited, Toronto, and Vice-Chairman Canadian Printers' Cost Commission

THE trade term "Loose Leaf" represents a comparatively recent development in the science of accounting. New adaptations for it are continually being discovered, and eventually all solid bound account and record books will have disappeared from the modern office.

The loose leaf business was undoubtedly developed, if not originated, by a Chicago firm, to whom the present office and factory manager should be greatly indebted and would be more so but for the fact that this firm introduced so many "catches" into the manufacture of these goods that it has caused considerable annoyance to customers and untold loss to the commercial printer who has attempted to manufacture them.

Loose leaf was introduced into Canada by two gentlemen formerly connected with this Chicago firm. That they had thoroughly learned the business cannot be doubted for in manufacturing here they introduced additional "catches" which made the line still more complicated both to buyer and manufacturer.

These same gentlemen deserve credit for manufacturing goods of the highest quality, educating customers to their standards and obtaining prices which at that time netted a good return on their investment.

"CATCHES" IN MANUFACTURE.

The "catches" in manufacture as adopted by the Chicago firm covered standard size of forms, which would only cut economically from special sizes of paper. In Canada this same idea was carried out, but new standards of sizes were introduced, new distances of punch holes were adopted and made still more difficult to copy by making certain combinations end in 1-16th or 1-32nd of an inch. The standard form sizes adopted were also misleading as to the trimmed size. For example a 9 x 11 ledger sheet measures 8⅞ x 10⅞ whereas a 11 x 14 measures 10⅞ x 14 and a 14 x 17 measures 14 x 17 exact.

In the States a dozen or more firms are exclusively engaged in the loose leaf business; some selling direct to the consumer, others to the printers and stationers. Unfortunately in nearly every instance each firm adopted separate standards as to sheet sizes, diameter and distance of punchings.

In Canada all strictly loose leaf houses adopted the Canadian standards as originally introduced with the exception, for a time, of an Ottawa firm, but since the advent of the printer and stationer into the business, with their importations from the States of all sizes and makes of binders, the situation here bids fair to be far worse than it is across the line.

At the same time the fact remains that the larger bulk of Canadian goods are made to Canadian standards of sizes, punchings and qualities. Now that the printer and stationer can purchase Canadian binders or metals made to standard it will simplify matters considerably if they adopt Canadian standards and not make use of the different sizes of every manufacturer across the line.

CANADIAN BINDERS HIGHER-PRICED.

Both the wholesale and retail price of Canadian binders are higher than those made in the States even after duty is added. There are two reasons for this: better quality and less volume.

The better quality not only applies to the metal parts but also to the workmanship and material used in the binding. Our locking devices are heavier, better constructed, grip harder and wear longer. Our posts are larger and stronger and our ledger binder metals are made of aluminum instead of steel, which is inferior to aluminum in many ways and considerably less expensive. The material used in the binding such as board, corduroy, canvas, fly leaves and leather are all of superior quality.

In speaking of the superiority of Canadian binders, I mean binders made by strictly loose leaf houses and not by firms who either import their metals or who run loose leaf as an adjunct to their business, whose binders are a copy of these, noted for their cheapness of manufacture and not for superiority of construction.

THE VARIOUS FORMS.

"Forms" is the portion of loose leaf business in which the average printer is most interested and we may divide forms roughly into three classes: stock completed, stock partially completed, and specials.

Stock completed forms are made up in quantities of 5 M. to 100 M. of a size, form, and color, and generally disposed of in lots of 300 to 500 sheets at a sale. These forms include ledger leaves, indexes, follow sheets, trial balance sheets, synoptic registers, recapitulation blanks, inventory blanks, etc.

Stock partially completed forms are generally ruled and perforated in large quantities and placed in stock to be printed and finished later as required

*An address to Graphic Arts Board of Trade, Toronto, on November 11th, 1912.

by customers. These forms include monthly account blanks, statements, order blanks, bill and charge forms, etc.

Specials are made up to order only from the first operation, and include such forms as shipping receipts, city delivery blanks, and all forms requiring special ruling and size.

The sales end in loose leaf is somewhat different from the sales end of the commercial printing plant. For instance we must frequently sell a customer what he thinks he does not need, and keep him from purchasing something he thinks he needs, but which would be impractical in its workings, and for this reason a loose leaf salesman should be thoroughly familiar with his own line, and have a good working knowledge of accounting, stock records, office and factory management.

A practical knowledge of the printing business is not essential but no doubt it is an advantage. A salesman is given a price list (known in the trade as bible pages), from which he figures all kinds of special forms. Using ordinary common sense a salesman can as a rule submit a price to a customer without referring to the office.

With the taking of an order the salesman's work is only partially done, for the copy given him by the customer needs frequently to be redrawn to scale, headed up, and possibly submitted to the customer for his approval. Experience has proven that about 40 per cent. of the errors in manufacturing loose leaf goods originate in the copy, or in the salesman's order and for this reason we have learned to refuse carelessly drawn copies and poorly written orders. Proofs are not submitted if we can possibly avoid it, for this means additional time on the part of our ruler and compositor, and delay in completing the order. The order must then be written up in detail, specifying each operation on each item.

ORDERS AVERAGE FIFTEEN DOLLARS.

Our average order does not run over $15.00. This includes binders, stock goods and specialties. It generally takes a loose leaf salesman as long to sell a $15.00 order as it takes a printing salesman to sell a $150.00 order, and it necessarily means our salesmen do not sell many hundreds of dollars per month, with the result that our percentage of selling expense averages close to 17½ per cent. of our selling price.

In any business where the orders are numerous, the amounts small, and nearly every order different, with 85 per cent. of your customers purchasing only once or twice a year, it means a great amount of detail, a large office force, and a heavy expense. I find that it costs us a little less than 7½ per cent. of our selling price to run our office.

I know you printers with only a few accounts on your books and a large volume of business will smile at my office and selling costs, but let me tell you, that for nearly every loose leaf order you take you are incurring a like expense. You may not realize it but you are. Your salesman is taking just as long to make a fifteen-dollar sale as he would to make one ten times this amount, and there is ten times the office detail after the order is turned in. You may figure that your salesmen and office force have the time to spare without interfering with their other duties or increasing your cost. This may be true now and then, but as now and then becomes more frequent you will soon find that more help is needed and your costs are going up.

SPECIAL SIZE OF SHEETS REQUIRED.

Nearly all orders received require paper of special size sheets and numerous colors. This paper is purchased in car lots direct from the mills and the loose leaf house simply draws on its own stock room, whereas the printer must locate the jobber or jobbers from whom he can pick up enough stock of the right size and color. Frequently the printer finds that he cannot locate it at all and ends by using paper which cuts badly to waste.

In the ruling room no special equipment in the way of machinery other than the usual ruling machines and a full supply of pens are needed. Most of the machines should be of small size, as only a very small portion of the orders require sheets over 28½ inches long.

Your ruler should know how the various forms will finish up when trimmed, always bearing in mind accuracy and register. On this class of work it is seldom practical for one ruler to operate two machines and never so on down lining.

Just how certain Toronto rulers arrive at their charge of $1.12 net per machine hour I cannot understand. As a matter of interest I quote below from my ruling records for the first six months of 1912: Average cost of labor per chargeable hour is 25 cents, overhead burden is 225 per cent. or a chargeable departmental hour cost of 82 cents, making a machine hour cost of $1.64 when a machine receives individual attention of one man or $1.23 when two machines receive attention of one ruler.

In the above I have included departmental errors which are considerable and I believe we use every reasonable precaution to prevent them. Every ruler should include his error account in his over-head burden.

COMPOSING ROOM EQUIPMENT.

In the composing room no large quantity of one style type is required, but small quantities of slugs, leads, brass ruling of all lengths, metal and wood furniture, electrotypes of various standard forms, standing type forms ready for insertion of names and addresses or other matter which a customer may require.

A large force of compositors is not required because of the standing matter and electrotypes. Errors in the composing room must be closely guarded against as proofs are seldom submitted.

We try to triple check each form, first by stone proof when form is first set up, next by stone proof when locking up, and third by press proof, but even with all this, errors will occur. My hour cost in this department since the recent advance in wages averages $1.14 per hour.

IN THE PRESS ROOM.

Our press room equipment has been selected especially for the loose leaf business. Most of our presses are small and operated at a high rate of speed. Certain presses are equipped with rotary perforators and slitters, which are always set for the particular form for which the press is used. For cross perforating we have a rule invented and manufactured by one of our men. This rule does little if any damage to the rollers, makes a satisfactory perforation and lasts for many years.

Our numbering equipment is large, using from 4 to 50 heads of a kind. We have them to number continuously, and in jumps of 2, 3, 4, 6, 8, 10, 1 to 50 and 1 to 100 and repeat. In addition to the above our employes are thoroughly familiar with loose leaf work, errors in this department being less liable to occur than in any other.

It is in the finishing room that a well equipped loose leaf house has a decided advantage over the commercial printer. In this department we have some 15 to 20 distinct operations, some of which require special machines, and all of which require skilled help if the operations are to be completed at a minimum of expense, and a satisfactory article produced. We use rotary perforators and the operators are paid by the piece, according to the size of the sheets. The average quantity of sheets perforated per machine hour is 1,951, at an average labor cost of 6c per thousand sheets.

We use a Cleveland folder, discarding its right angle device, and altering the machine by discarding several rollers. This allows us to obtain one or two parallel folds at a maximum of speed. The average sheets folded per hour is 1,450, and the average labor cost is 5 9-10c. per thousand sheets.

All hand folding is done by experienced girls at an average labor cost of about 19c. per M. They are able to fold about 657 sheets per hour, two parallel folds.

Gathering is necessarily all hand work. Girls sit at the tables and gather from as many as five piles. A girl will gather about 1,400 sheets per hour, and the average cost is 8½c. per thousand sheets.

Jogging, counting and boarding are all hand operations and the quantity per hour per employe runs about 1,470 sheets. The average cost is 7¾c. per M. sheets.

At the operation of trimming and cutting there is a pit-fall for the inexperienced loose leaf manufacturer and for satisfactory work, the following are essential:

1st. Operator who is thoroughly experienced in loose leaf work.

2nd. Sharp knives.

3rd. Bed of machines drilled to various standard sizes for the insertion of steel gauges so that there will be practically no variation in the sheets cut to-day and those cut one year from now. Especially is this true of ledger work, when a sheet made to-day may be inserted next to one made several years ago.

OTHER MACHINES IN USE.

The punching machines which we use are of our own design and build. The average number of sheets punched per hour being 10,740, the average labor cost per thousand sheets is less than 1½c. Remember this is not per thousand holes but per thousand sheets and sometimes we punch as many as seven holes in one trip of the machine.

A certain class of work is impracticable to press number so we are equipped with the usual power and hand machines. On the power machines a girl will average a little over two thousand numbers per hour, and the labor cost per thousand numbers is 8c. On the hand machines the average is about 1,650 per hour, and the average labor cost is a little over 9c.

Our wire stitching machines are unusually heavy and adapted especially for our class of work. Such work as order blocks are usually stitched in long strips, stripped and cut up afterward. A girl will average about 12 M. sheets per hour or an average labor cost of less than 1½c. per thousand sheets.

We have recently installed the latest crimping machine and it crimps about 1,560 sheets per hour at an average labor cost of less than 6c. per M.

Order blocks are usually stripped with linen. We have recently completed a small machine for this purpose, and it has materially reduced our labor costs in this operation. Two girls can now strip about 400 strips per hour at an average labor cost of not to exceed 50c. per M. strips.

Our girls become very experienced in padding owing to constant practice. The average number of sheets padded per hour is 15,941 at an average labor cost of less than 1c. per M. sheets or less than 1-10th of a cent per pad of 100 sheets.

Inspection is an expensive operation peculiar to loose leaf houses and refers to all kinds of ledger work, each sheet of which is handled separately, all finger prints being erased and all imperfect sheets discarded.

THE PREVENTION OF ERRORS.

To prevent errors we attempt to double check every operation. This is done by the operator first doing one sheet or set according to his or her understanding of the instructions on the docket and copy. Then this sheet is taken to the inspector for his O. K. in writing before the work can be continued. In this way the error account in this department is kept at a minimum, but at the same time it is considerable and is included in making up the hour cost of the department. My average cost of labor per hour in this department is 14c., with an overhead of 245 per cent., making cost per chargeable departmental hour of 48c.

The bindery I will not touch upon except to say that in this department you must have a foreman who is thoroughly familiar with loose leaf construction, sizes and forms, otherwise this department will prove a source of many errors and a great expense. Our cost labor per chg. hour is 30c. overhead 185 per cent. dept. hour cost 86c.

I have given the subject of loose leaf costs a very careful study for several years. I have recently revised my bible pages to conform with our hour costs as they now exist, and I find that the bible pages which have been in use for so many years by various loose leaf houses, based on one made up by a Chicago house some ten or fifteen years ago, are very much out of date. In some instances the operations are altogether too high but in most cases the operations are too low, this variation being due to the improved machinery and increased labor costs.

Possibly from this short review of the details of loose leaf you printers have already formed an opinion as to whether it is a profitable line for the average commercial printer to manufacture. My candid opinion is that it is a specialty and a thing which should not be attempted by the commercial printer.

I believe if you have not already found this to be the case you will do so when you have installed a cost system and have kept an accurate record of the cost of each order.

Does Your Insurance Cover Everything

By R. S T. Land

IN ALL that has been published about printing office insurance, but little attention has been paid to the necessity of having a proper schedule attached to the policies in order that everything may be covered, and insurance collected in case of fire. Those who have had the misfortune to be burned out are pretty sure to have their schedules in good shape, having learned by experience, but for the benefit of those who have not and whose policies are rather indefinite the following model schedule is given:

INSURANCE SCHEDULE TO BE ATTACHED TO POLICY.

$.....On fixed and movable Machinery, including Gas Engines, Electric Motors and all Electrical Attachments, Printing Presses, Cutting Machines, Stitching Machines, Round Cornering Machines, Punching Machines, Numbering Machines, Linotypes or other Composing Machines, and parts and attachments thereof, Shafting, Gearing, Belting, Pulleys, Hangers, Rollers, Moulds, Press Blankets, Tools and Implements of Trade and such other machinery, articles and materials usual in their business not elsewhere specified, or covered by special policies.

$.....On wood and Metal Type, set and unset, and labor thereon, Spaces, Leads, Slugs, Galleys, Brass Rules, Imposing Stones, Cases, Racks, Stands, Dies, Stamps, Cabinets, Chases, Metal Quoins and Keys, Electros, Stereos, Engravings and Cuts of all kinds, Matrices, Composing sticks, Wood and Metal Furniture, Linotype and Type Metal, Tools and utensils of every kind used in a printing office.

$.....On Merchandise, Stock and Materials of every description used by Printers, Publishers and Stationers, including Books, bound, unbound, and in process of binding and in sheets, Paper, printed, unprinted and in process of printing, including labor thereon, Stationery and Binders' Materials, Inks and such other Stock and materials as are generally used in the Printing and Bookbinding business.

$.....On Shelving, Fixtures, Partitions, Electric Wiring and Fixtures, Gas Fixtures and Piping, Office Furniture, Safe, Stationery, and Office Supplies, Glass Partitions, Printed Books, pictures and their frames. Typewriters, Signs and Awnings in or on the building, Desks, Tables, Chairs, Fyling Cabinets, Newspaper and other Fyles, Stoves, Counters, and all other office fittings and supplies.

$.....It is understood and agreed that the policy extends to and covers the property of the assured which may be their own or held by them in trust or on consignment or sold but not removed or for which they may be liable.

This schedule may be altered to suit individual cases, but it covers pretty near everything to be found in an ordinary newspaper and job office.

Publishers should read over their insurance policies very carefully, paying particular attention to the gasoline or benzine clause, the conditions of which should be strictly observed.

A complete inventory of the plant office furniture, books, files, etc., is absolutely necessary in settling with insurance companies in case of loss, but there are dozens of printing establishments in Ontario that haven't even an excuse for an inventory.

Interesting Entertainment Anticipated

AT the regular monthly meeting of the Graphic Arts Board of Trade, Toronto, announced for December 16, an innovation will be introduced that will undoubtedly attract a large attendance. A series of moving pictures will be exhibited showing the process of manufacture of paper as carried on in the mills of the Strathmore Paper Company, Mittaneague. Methods of manufacture will be fully explained by C. W. Dearden, advertising manager of that company. The information to be derived from such an entertainment is worthy of the consideration of every printer in Toronto.

A Little Business Tonic

AN English printing house, which makes a specialty of printing facsimile letters, is accustomed to send to customers, who have made no purchases during the preceding month, a regularly filled out statement form, across which is printed the words, "Sorry nothing to record—we miss your business! Besides letters we print letterheads, booklets, etc." This serves as a reminder each month of the firm's existence and is a gratifying way of indicating that the customer owes nothing. The idea has been used in a few cases in the United States and Canada and is worthy of imitation.

The Printing Bureau at Ottawa

THERE have been rumors of the transfer of the Department of Printing and Stationery from the Secretary of State's Department to that of the Minister of Labor, owing to the addition of the Mines Branch to the Department of State. The Labor Department is a comparatively light department and no doubt the present Minister of Labor would be most acceptable to the government printers.

It is expected that the report of the commission which investigated the Printing Bureau will be brought down at this session of the House. Some changes in management will probably be suggested.

A Veteran Printer Retires

Robert Timms, the oldest printer in Windsor, Ontario, recently retired. October 5, 1912, was the forty-fourth anniversary of Mr. Timms' entrance into newspaper life as "printers' devil" on the *Dominion*, a newspaper started by Conservative politicians in 1866 and then owned by the late Sol White. The paper was subsequently bought by Thos. McKee and John L. Murdock, both since deceased, and moved to Sandwich. The *Dominion* and the *Record* (still published) were at that time the only newspapers in the county. The *Record*, with which Mr. Timms was later associated, was then owned by P. G. Laurie. Both newspapers were printed on hand presses, with the "devil" behind the press inking the type and readily keeping pace with the slow process of printing.

Mr. Timms' retirement was due to failing health. He intends devoting his attention to his very extensive real estate holdings in Windsor. In recent years he has been a frequent contributor to the *Record* of open letters on various subjects of municipal interest, and his sound views on public questions have commanded much respect.

REVIEW *of* SPECIMENS

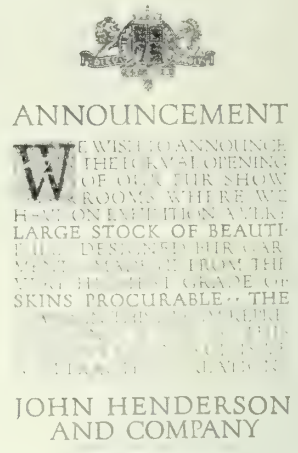
The Herald Press, Montreal, Que.—The two fur catalogues are probably the most sumptuous and artistically printed specimens received by this department during the past month. They silently utter unstinted words of praise for present endeavors in the betterment of Canadian printing and seem to suggest something of the infinite beauty and efficiency that will undoubtedly be realized by future achievement.



Cover of a handsome catalogue printed by The Herald Press, Montreal, P.Q.

The catalogue for the Redmond Co., Limited, has a particularly pleasing and attractive cover. Although it is here reproduced in halftone the reproduction gives but a vague idea of the effect of the striking design and agreeable color combination. The background of the design is a green-grey. The word "Furs" is in gold and embossed, and the remaining words in dark grey. The woman is reproduced in buff, green-grey, gold and black with the furs and feathers in a filmy grey tone. The whole effect of this pleasing design is softened and beautified by the "roughing" of the cover stock. The inside pages are printed on white coated stock in black and green-grey tint. Like the cover, the inside stock is "roughed" and as a consequence the soft tones of the vignetted engravings blend beautifully together. The catalogue is bound with a heavy grey silk cord.

Equally exquisite in treatment is the catalogue for John Henderson & Co. Like the other catalogue the cover is a feature of this specimen. A heavy white antique cover stock bears the attractive design in gold, black and subdued tints of buff, orange and olive green, whose combination produces other varying shades and tones. The first page inside the cover is devoted to a hand-lettered announcement printed on buff antique stock in green-grey and a subdued tone of orange. The remaining inside pages are printed on heavy white coated paper in buff, green-grey and deep brown. The paper has been "roughed" and a sheet of tissue separates each page. The cover and announcement page are here reproduced.


ANNOUNCEMENT

WE WISH TO ANNOUNCE THE FORMAL OPENING OF OUR FUR SHOW ROOMS WHERE WE HAVE ON EXHIBITION A LIKE LARGE STOCK OF BEAUTIFUL DESIGNS FOR FUR GARMENTS SELECTED FROM THE VERY HIGHEST GRADE OF SKINS PROCURABLE. THE

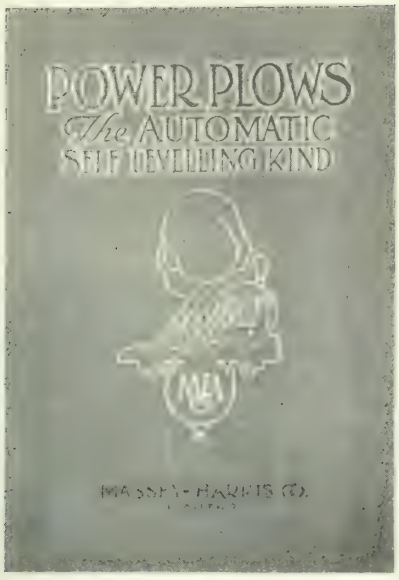
JOHN HENDERSON AND COMPANY

Announcement page from a beautifully printed catalogue by The Herald Press, Montreal, P.Q.



Cover of a beautifully printed catalague by The Herald Press, Montreal, P. Q.

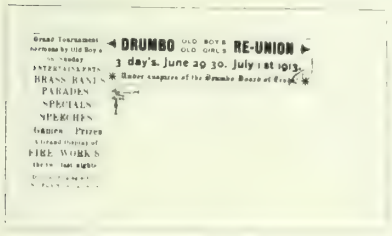
Ransom Engraving Co., Limited, Winnipeg, Man.—You are to be congratulated on the attractive qualities and high standard of workmanship attained in the production of your booklet "A Winnipeg Exhibit," which shows the extensive scope of your plant both in the matter of printing and engraving. The treatment given the envelope is very



Catalogue cover page from the Massey Harris Co., Limited, Toronto, Ont.

striking and original. The design covers the entire front of the envelope and shows a zinc etching and halftone mounted on metal blocks. The halftone is blank and is used for the purpose of addressing. The design is printed in silver and black on heavy brown pressboard. The cover of the booklet is pleasing in its simple beauty, and is printed in black and gold on heavy brown antique stock. The monogram is embossed. There are endleaves of a light brown stock and the inside pages are printed on heavy coated stock in green-grey and light buff tint. The illustrations show a great diversity of treatment and are reproduced in numerous processes. There are wood engravings, zinc etchings, halftones direct from photographs, halftones from retouched photographs, halftones from wash drawings, duo-tones, and both three and four-color process engravings. There are two inserts placed at certain intervals through the booklet. One displays an illustration done by the three-color process and the other by four-color process. The illustrations are tipped to dark brown antique mounts which bear designs in copper, bronze, and silver. The whole is bound together with a dark brown silk ribbon. The presswork on the booklet is excellent.

The Reid Press, Limited, Hamilton, Ont.—The booklet descriptive of Hamilton has been very attractively gotten up. The striking cover design is printed in green and gold on white stock and is embossed. A circle is died out of the centre of the cover exhibiting an illustration on the title page. The inside pages are printed in green and black on white coated stock, and the composition and presswork are of a high order. To the inside back cover is tipped a rather large map which is printed in light blue and black.



An excellent example of how *not* to arrange an envelope.

Massey - Harris Co., Limited, Toronto, Ont.—The catalogues submitted are good in many respects. The covers of each are very attractive, and one, which is printed in black and a light brown tint on brown antique stock, is here reproduced. The inside pages are not arranged as well as they might be, but the presswork is good.

W. J. Wraith, Lucknow (Ont.) *Sentinel.* — Your samples are all fairly well arranged. Probably the best one is the notehead for James Hyde. The horseshoe is used very effectively on this specimen.

Thos. Wade (with the J. J. Barker Press), Cowansville, Ont.—The idea upon which you constructed the ticket is excellent in itself although the lower portion of the matter appears a little crowded. In regard to the notehead, it may be said that it is usually advisable to square-up matter that is placed within a panel. Also the two book ornaments are hardly appropriate to this notehead. A suggestion for the rearrangement of this specimen appears among the resets. The page of advertisements offers very little for criticism. Each has been very neatly arranged, and combined they produce a pleasing effect.



Booklet cover from The Walkerton (Ont.) *Telescope.* In the original the heavy rule and ornament were in green ink; balance in black.

Grimsby (Ont.) *Independent.*—The folder for the Radiant Electric Co. has been neatly and effectively executed. The composition is good and the presswork all that could be desired.

W. A. Fry, Dunnville (Ont.) *Chronicle.*—The envelope which came under your observation and was submitted for review is hardly a masterpiece of the art of printing. For the benefit of all interested in the betterment of Canadian printing it is here reproduced as an excellent example of how *not* to display an envelope.

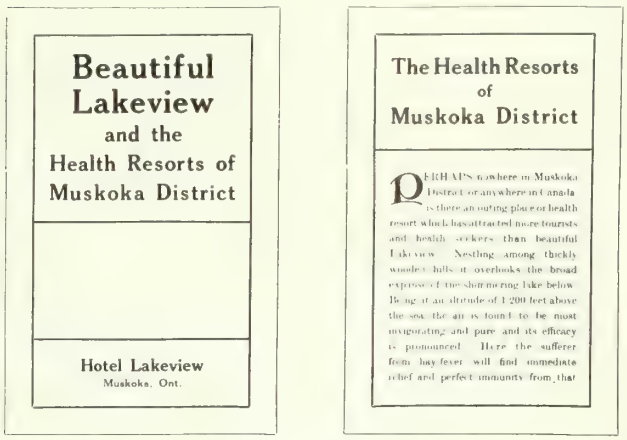
Walkerton (Ont.) *Telescope.* — A feature of the numerous booklets and other specimens submitted is the versatile treatment they have received. No two specimens are alike to any great extent and all possess distinctive characteristics. Two of the covers are here reproduced.



Cover of an attractive booklet by The Walkerton, (Ont.) *Telescope.*

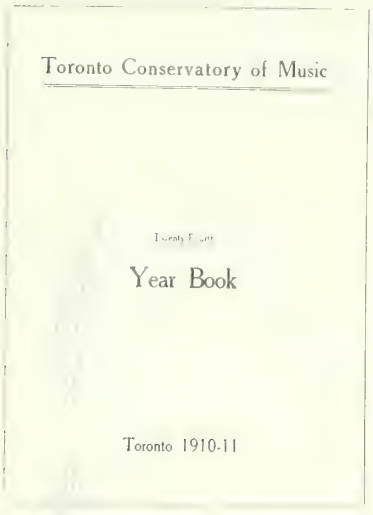
The RESET SPECIMENS

EXAMPLE 1.—How intensely interesting is the subject of these booklet pages! One has not to read far into the solid matter of the text page to feel the fascinating influence of the writer and his story.



Example 1

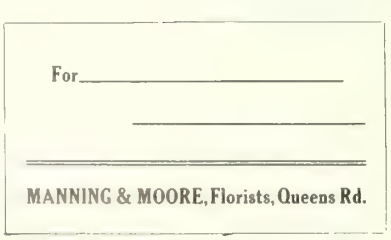
Yet how shallow, how devoid of all semblance of beauty and attractiveness, how entirely out of keeping with the spirit of the story is the typographical make-up of these pages! The compositor had an unusual opportunity to display his originality, yet he failed to take full advantage of it. A suggestion for a more appropriate and practical treatment of these pages appears among the resets. Compare the effect of the original with that of the suggested arrangement.



Example 2

Example 2. — The original specimen is weakly constructed and lacks life and force. The reset is constructed along more vigorous lines, yet retains the feeling of refinement and culture suggested by the subject.

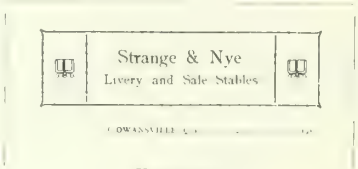
Example 3. — It seldom occurs to the compositor that so prosaic a piece of printed matter as a label could be made the medium for advertising the policy of the house it represents. Yet, why not? The customer reads the label before he opens the package that contains his purchases. He unconsciously connects the atmosphere that surrounds the label with the house it represents — and few of us would be favorably attracted toward a house that advertises carelessness, shabbiness, niggardliness, right on its label. The suggested re-arrangement of this label not only seems more appropriate to the business of a florist than does the original, but it would also exert a more pleasing and favorable influence upon those under whose observation it came.



Example 3

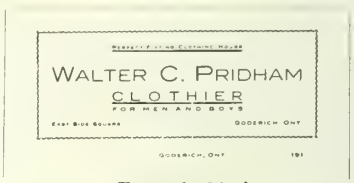


Example 4



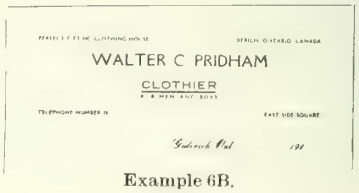
Example 5

Example 4.—The principal fault with this specimen is the manner in which the matter is arranged. Feeling the heading demanded large type the compositor was forced to arrange it in the pyramid style —which, however, is seldom productive of pleasing results. A reset is offered for the purpose of comparing with the original the effect of a different arrangement of the matter.



Example 6A.

Example 5. — When type is placed within a panel, the best results are secured when it is squared up. In the reset this is carried out with good effect, and the ornaments



Example 6B.

BEAUTIFUL LAKEVIEW

AND

The HEALTH RESORTS *of* MUSKOKA DISTRICT



HOTEL LAKEVIEW
MUSKOKA, ONT.

[EXAMPLE 1]



The HEALTH RESORTS *of* MUSKOKA DISTRICT

PERHAPS nowhere in Muskoka District, or anywhere in Canada, is there an outing place or health resort which has attracted more tourists and health seekers than beautiful Lakeview. Nestling among thickly wooded hills it overlooks the broad expanse of the shimmering lake below. Being at an altitude of 1,200 feet above the sea, the air is found to be the most invigorating and pure, and its efficacy is pronounced. Here the sufferer from hay-fever will find immediate relief and perfect immunity from that

TWENTY-FOURTH

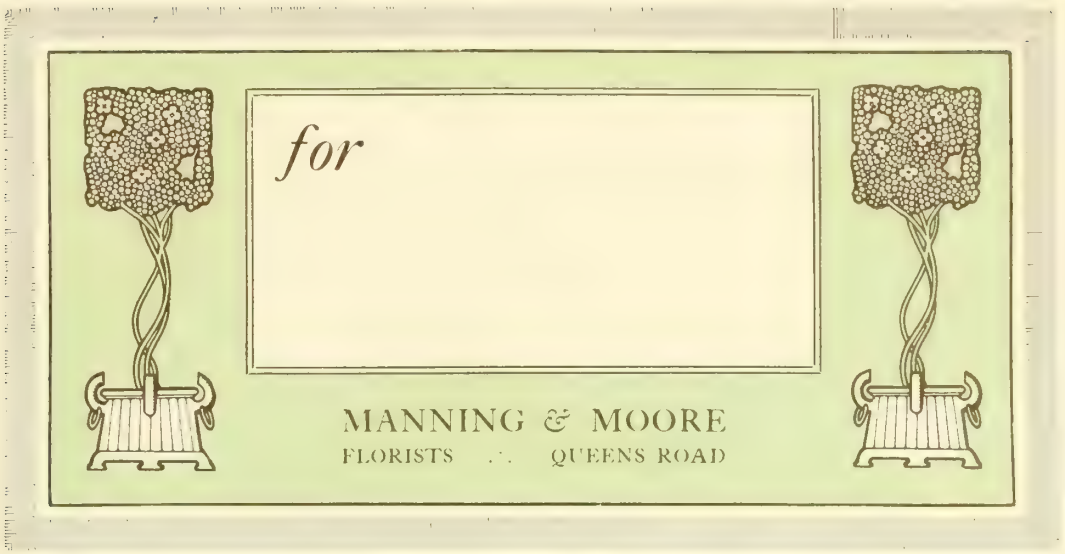
YEAR BOOK

NINETEEN-TEN—ELEVEN



TORONTO CONSERVATORY
OF MUSIC ∵ ∵ TORONTO

[EXAMPLE 2]



[EXAMPLE 3]



[EXAMPLE 4]



[EXAMPLE 5]

Walter C. Pridham

Clothier for Men and Boys

Perfect-fitting Clothing House

East Side Square

GODERICH
ONTARIO

[EXAMPLE 6]

used in this specimen are much more appropriate than the book ornaments used on the original.

Example 6 A.-B.—These two noteheads were submitted with the query: "Which is the better notehead?" Example 6B. is perhaps the better of the two. Its arrangement is grouped better, balanced better and hangs together in a more pleasing manner. Among the resets is offered still another and more simple way of arranging this specimen so as to still acquire good results.

The Making of High-Grade Printing

By C. Dunnet

Superintendent of R. G. McLean's, Toronto

THE QUESTION has been asked if it be possible for Canadian printers to produce high-grade printing in Canada, and if such printing is actually turned out in this country to any great extent. To all of which we would answer yes—and no. It is certainly as easy for Canadian printers to produce high-grade printing as it is for the printers of any other country. But unfortunately it is not produced largely outside one or two of the larger cities, and in this article we will endeavor to explain why such a condition exists, or rather give some reasons for its existence.

Printing machinery is not manufactured in this country to any great extent. Cylinder and rotary presses and typesetting machinery are sold to Canadian printers by American manufacturers. They are built in American workshops by mechanics of superior skill and ability, and are designed by men who know the requirements of the printing business.

These same machines are the machines that are used by the American printing houses that have built up a reputation for the highest grade of printing.

The type that is used by the Canadian printers is the best that is produced by the British and American founders, and the papers and inks that are required come from all parts of the world to the Canadian printer just as they do to the printers of the United States.

The argument may be advanced that in proportion to population and the requirements of the Canadian trade the printers of this country are doing their fair share of the good work. This may be quite true, but why should Canada take a back seat in the printing industry when the equipment and brains at her disposal are at least equal, if not superior, to those of any other country.

Canada is growing. All Canadian towns and cities are growing rapidly. The printing business is getting to be a bigger thing every day, and the question which should actuate the mind of the Canadian printer is whether or not he is keeping pace with this development and progress in the quality of the work he is doing. The quantity will be regulated by the law of supply and demand, but business obtained on quality is an asset that is too often overlooked by men in the printing business to-day, as in the past.

Printing that has the stamp of quality saves many a firm the necessity of putting expensive salesmen on the road to get business for them. Wherever it is picked up it tells its tale (if the imprint is used) in the most convincing manner, and it makes no promises that are not already fulfilled.

If the printers of the country could be made to realize the actual value to themselves of endeavoring to do whatever work they turn out in the best possible manner then when it is scattered broadcast throughout the country it would act as their representative and one that they could be proud of at all times, instead of a signal for buyers of printing to keep away from their office.

Then the argument of price will be advanced. Some printers will say that the price obtained will not permit of first-class work being done on all contracts taken. To offset this we firmly believe that no printing office will ever become a producer of high-grade work if contracts are accepted at prices that will not permit of the work being done as it ought to be done, and must be done to keep the house in the class that do such work.

There will always be plenty of the cheap grade of printing turned out, but it is not possible for the house aspiring to be a high-grade institution to do the two classes of work. There may be clever men in the printing business, but a knowledge of many printing plants reveals the fact that none of them are clever enough to combine the two grades of work, and at the same time be known as a high-grade printing establishment. It is impossible for many reasons that might be mentioned to combine the two.

A high-grade office must possess a high-grade equipment throughout, and the employes must be of a superior class. Every constituent part of a piece of printing must be of the best, and to try to intermingle the cheap class of printing with the high-grade is to at once lower the standard. It becomes impossible for the workman to discriminate as between the two classes, and he soon becomes possessed of what is the most detrimental feature to the production of the higher class of work, and that is the forming of the careless habit of allowing things to pass that should never be printed until made absolutely right.

In a cheap or rush job to save time damaged or broken letters or an uneven impression of the type to the paper is allowed to pass. Scratched half-tones are printed without being repaired. Pages are let go unnoticed that have not been properly justified, and have that slanting appearance on the finished work that gets on one's nerves. Register that is not more than six points off is left uncorrected, and the joints in brass rule are left open. The job is in too big a hurry to take time to push down a space that is showing on the sheet. It may be that the color of the ink that the inkmaker has spent some time over to match properly is not up to sample, and an extra wash-up is necessary to give it brilliancy, and this is omitted.

In order to get the first side of a work-and-turn sheet off so that it might dry over night many an

otherwise good job has been spoiled, and in the rush to do this many things are neglected in the make-ready.

When the binder gets hold of the job that up to this stage of the work has been carefully thought out and beautifully printed still greater care is necessary, for as the work progresses the printed sheets become more valuable at every stage. If care is not exercised at this point, and the sheets are cracked and marked by the folders and folded out of register, it makes the work of the pressman, who may have spent hours in registering the sheets, look ridiculous. In fact it is time doubly wasted to bother registering the sheets at all.

Even after the work is printed and bound, and before it reaches the customer care is necessary, and besides the ordinary amount of attention at this stage there are the extra touches necessary such as banding and parcelling in lots of from twenty-fives or hundreds or some convenient count according to the size and quantity of the work. In addition to this there is the printed wrapper and bands that may be used, and these should not be of the cheapest class, but something that will be in harmony with the work that is being delivered. And when high-class work *is* delivered, whether it be proofs, packages or dray loads, it should be delivered in a manner that will reflect credit on the house sending out the goods.

There are a hundred and one things that might be mentioned, for there are so many opportunities for a job of printing to go wrong from the time the copy leaves the customer until the work reaches him in the finished state.

Where an office makes a specialty of high-grade work every man in the place soon learns that none of these things are allowed to pass, and he is constantly on the lookout for them. The result is that his work is usually done correctly at the start, and when an office gets rightly started along this line they soon discover that it is just as easy to turn out good work and a great deal more profitable than it formerly was to produce the cheaper class.

Every office cannot be a high-grade office, but there are many offices in Canada to-day that are possessed of the equipment, but are not turning out the work. The reason is that they are endeavoring to do everything that comes along, and at whatever price they can get for doing it. So long as they carry out this policy just so long will they remain in their present class.

The printer who is making the most money is not the fellow who is doing the most work, but the one who is getting the most money for the work that he is doing, and the very best way to get the price is to deliver the goods.

The Value of Time

By C. Reitter

Paper read at Saginaw Valley Ben Franklin Club

"TIME IS MONEY." A German, not very long over from the Fatherland, often heard this remark, but could never quite understand it. One day he got hold of a ten-cent piece, where he read the words, "One Dime." "Now I know," he says, "why the Americans always say "Dime is Money."

I can appreciate the value of time, for well can I remember when I first went into the printing and publishing business, how valuable my time seemed to be, when I had to edit the paper, set the type, solicit ads and subscriptions, collect, set up jobs, kick the press and do such other pleasant duties about the shop, working from four in the morning until ten at night, and then wishing that it would not be necessary to sleep in order to get more time.

Time is about the most valuable thing in the printing business, and unless you sell this to the best advantage, you will never be successful. You may have your shop full of work, more than you can do—yes, the less you value your time the more work you will have; but when you get through you are just about at the same point where you started—you have lost all your valuable time and have nothing to show for your vain effort but a lot of junk, you have given away all your valuable time.

It seems queer that some printers cannot value their time the same as they do their paper stock. In figuring up a job, this printer will figure the cost of his paper, yes, he will even sometimes figure a profit on it, but when it comes to figuring the time consumed on the job he is so far off that it is no wonder so many printers are forced out of business.

This printer will figure about in this manner: I employ three compositors and pay them at the rate of 35 cents an hour; 144 hours a week make $50.40. If I should charge $1.00 an hour, I would be getting $144.00, a profit of nearly $94.00. Then I employ a pressman and two feeders. I pay them $34.00 a week or about 21 cents an hour on an average. If I should charge 75 cents an hour this would give me a profit of $121.00 a week. Then I work ten hours a day myself; this will give me an additional $10.00 a day or $60.00 a week, giving me $325.00 a week. Now, I am satisfied with less than one-third of this amount, for $100.00 a week is a large amount; therefore, I can do work for a good deal less money than the Printers' organizations are agitating and I only keep a membership in them to use them to my own personal gain; I can keep posted on what is going on and by learning their prices I can bid below them and get more work, employ more help, make more profit and cut the price some more.

He does not figure on the lost time and fixed expenses, which I need not enumerate here as they are known to every printer who is a business man. He does not know the Value of Time, and you can use every argument at your command to make him see the folly of his way, he will not believe it, unless he puts a cost system in his own shop which will show him conclusively what the Value of Time is in his own shop. And if he has a cost system and still insists that it does not cost as much as his cost system shows, he is not honest with himself, and if he is not honest with himself, how can he be expected to be honest with his brother printer or the public in general?

On the basis of the above figures many good printers, but poor business men, launch in business for themselves and drudge along year after year and then wonder why they cannot enjoy the luxuries of life, when the profits are so large. They do not know the Value of Time; they sell their time for less than it actually costs them—they cannot see that all the expenses of the business, non-chargeable time

and the like, add to the Value of the Time they actually sell; they don't even know how much time they actually do sell.

If we can only educate the printer to consider the Value of Time, all the troubles of the printing business would be solved and the price cutter will be a thing of the past.

A Local Printing Campaign

AT the first of a series of public gatherings of the Progress Club, Vancouver, when a luncheon was held, one of the principal speakers was L. E. Dennison, chairman of the "Print-it-in-Vancouver" committee of the Vancouver Typographical Union. His committee has been gathering statistics for some time on the question and he gave some interesting information to the meeting. He declared that one-third of the printing of Vancouver is done outside and some is even imported from other countries. Wages paid journeymen in the five trades engaged in the printing industry in Vancouver aggregated $443,380 for the year ended May 1 last. He made a strong appeal for the support of the home printing concerns.

Death of Noted Paper Manufacturer

In the death of the Hon. J. D. Rolland, president of the Rolland Paper Company, which occurred in Montreal on November 16, a notable figure in the industrial and financial life of the Dominion has passed away. He was seventy-two years of age and during his life-time saw the paper manufacturing business develop from small beginnings to its present important proportions. His death was sudden. On the preceding day, he had presided at a meeting of the directors of the Bank of Hochelaga, held in his office and seemed in his usual health.

The Hon. Jean Damien Rolland was born in Montreal on February 23, 1841, and studied at the St. Marie College. He entered public life at the age of thirty-one, serving for four years as councillor in Hochelaga and then as mayor for three years. In 1882 he became a member of the city council of Montreal and for several years acted as chairman of the finance committee. On November 14, 1896, he was called to the Legislative Council of the Province of Quebec.

During his life-time other honors were bestowed on him. He became president of the Bank of Hochelaga and was also for a year president of the Canadian Manufacturers' Association. He was a governor of Laval University, president of the Northern Colonization Railway Company and director of the Manufacturers Insurance Company.

Dufferin Printers in Session

The proprietors of six Dufferin county printing offices met in the public library, Orangeville, on October 24. Discussion as to the advisability of advancing prices on general printed matter and newspaper advertising was held and it was decided to increase the charges for job printing in most lines. Voters' lists will in future be 15 cents per page above the old rates; financial statements, 25 cents per page more, and general book work, such as minutes of council, it was found necessary to increase from $1.00 to $1.50 per page. The matter of giving free advertising to the extent of from $5.00 to $10.00, with a set of fifty small bills, was not taken up. The increases on the whole were of a decidedly modest character.

New Scale in Force

TYPOS in Nelson, B.C., are enjoying a new scale, which will eventually give an increase of $3 per week to the members of the union in the capital city of the Kootenay. The first increase of $1.50 per week went into effect on October 1, and the other half will take effect May 1 next. On and after the latter date, the scale will be: Foremen, newspaper, $36 per week; book and job, $31.50. Journeymen, morning newspaper, $30 per week; book and job, $28. Machine operators, morning papers, $33 per week.

The scale committee of the Halifax Typographical Union has reported in favor of asking the employing printers for an advance from $14 to $17 on book work and from $16 to $19 on machine work.

Brandon now has a union and the following scale has been established: Eighteen dollars per week for the first year, $19 for the second year and $20 for the third year of the agreement.

AMONG THE JOB PRINTERS.

E. D. Echlin, proprietor of the Echlin Press, Hamilton, is dead.

E. T. Kingsley, of the Clarion Press, Vancouver, has installed a new press.

The Dominion Printing and Loose Leaf Company, Ottawa, have been incorporated.

Alex. Mortimer, of the Mortimer Co., Ottawa, is able to be around again after a severe illness.

John Martin, of the John Martin Paper Co., of Winnipeg, was a visitor in Ottawa last month.

The Maple Leaf Milling Co., which is erecting a monster mill at Medicine Hat, will have a printing establishment in connection.

E. Cater, who conducted the Record job printing office in Fairview, Vancouver, has closed up his business, putting his plant in storage for the time being.

Another effort is being made by the Ottawa printers to get together on the basis of a Board of Trade, with a permanent manager. Fred Boardman, Supt. of Printing, has been elected president, and it is hoped the movement will be successful.

A two-storey building covering nearly two acres of ground is to be erected by Rolph & Clark, Limited, lithographers, printers and steel die engravers, Toronto, on the west side of Carlaw Avenue, north of Queen St. The estimated cost is $75,000. Rolph & Clark have been located for several years on Simcoe Street.

James E. Richards, government printer for the province of Alberta with headquarters in Edmonton, has resigned to devote his time to business. He has purchased an interest in Richards Brothers' department store. The members of the office staff presented Mr. Richards with a gold locket watch charm. It is likely that J. W. Jaffray, who has been Mr. Richards' chief assistant for six years, will be promoted to the post of government printer.

What is conceded to have been the best regular meeting of Graphic Arts Board of Trade, Toronto, was held in McConkey's, Toronto, on Thursday, Nov. 14. After the needs of the inner man had been supplied, and Colin Harris had sung one of several vocal selections he rendered during the evening, F. M. Kimbark, of Business Systems, Limited, Toronto, gave the address on the question: "Should the Commercial Printer do Loose-Leaf Work?" that is published elsewhere in this issue. Clarence James, of Lyon & James, Ltd., Toronto, presented a report of the Second Canadian Printers' Cost Convention. A. L. Lewis, of Southam Press, Ltd., Toronto, and J. J. Hurley, of Hurley Printing Co., Ltd., Brantford, gave some of their experiences with the cost system, and urged the other printers present to install it in their respective plants.

The EDITORS' VIEWPOINT

OF INTEREST TO BOTH PRINTERS AND PUBLISHERS

A Serious Situation Demanding a United Press

THE newspapers of Canada are face to face with a very serious situation in the intention of the Post Office Department to increase the rate of postage on second-class matter. This intention was frankly admitted by the Postmaster-General in the interview which a deputation of newspaper publishers had with him last month. His closing remark to the deputation was: *"You had better take it for granted that something must be done."*

Several officials of the Post Office Department have been frequently quoted as saying the cost to the Department of handling second-class matter is four cents a pound. No newspaper publisher believes the cost is anything like this figure nor is it known on what investigation, if any, or on what other ground, the officials quoted base their conclusion. But if they are sincere in their belief that this figure truly represents the cost of handling second-class matter it is not to be wondered at that they are dissatisfied with the present rate of one-quarter of a cent a pound. They cannot realize and appreciate, as do the newspaper publishers, the full importance of the newspaper as an educational factor and a medium of public service.

The Postmaster-General made no statement that would definitely indicate the line along which the Post Office Department contemplates action. He said the Department has formulated no policy in the matter, having commenced a preliminary investigation only. But two of his statements particularly, emphasize the seriousness of the situation from the standpoint of the newspapers and give some indication of what is in his mind.

Referring to the demands of the railways for increased subsidies for carrying the mails, the Postmaster-General said to the deputation: "If I were to ask the rate the railways present to us it would put you out of business." Again, and with reference to the rate on second-class matter in this and other countries, he said: "We must remember that we have in all the civilized countries of the world now, except Canada, a newspaper rate of one cent a pound. And in Canada, which at the present moment thinks that it is becoming a nation, perhaps we might think that we ought to follow other countries in the rates of transportation for newspapers."

Although the Postmaster-General has not reached a definite policy in the matter it would almost appear from these statements that he has in mind a rate of one cent a pound as a compromise between the present rate of one-quarter of a cent a pound and the much higher rate that would be the equivalent of the rate demanded by the railways, the enforcement of which according to his own statement, would put the newspapers out of business.

The published reports of the Post Office Department do not give the weight of second-class matter that is carried free. But assuming that the Postmaster-General has no thought of eliminating or reducing the radius of the free zone that is enjoyed by newspapers published not more frequently than once a week—an assumption for which, it must be admitted, no authority has been given by the Post Office Department—the rate of one cent a pound would increase by over $500,000 a year the amount which the newspapers of this country now pay the Post Office Department for disseminating through the medium of the mails the valuable and absolutely essential information they contain. Even to most of the larger newspapers their proportion of this amount would be a serious addition to their cost of production; while to many of the smaller papers their proportion would mean the difference between what little profit they are now making and absolute loss. In other words it would put them out of business.

But the situation, while serious, is by no means hopeless. The Postmaster-General has promised a searching investigation into the claims of the railways before consideration is given to them; and accepted the offer of Canadian Press Association and Canadian Press Limited, to co-operate with the Department in this investigation through an expert who would be employed by these associations jointly. This investigation will probably reveal a gross exaggeration in the reported cost of carrying the mails and a lack of efficiency in their handling by the railways that makes the cost higher than it should be. Other elements of cost will be investigated jointly by the Post Office Department and the expert representing the newspapers; and still others by the expert himself. Perhaps it will be shown that the cost of handling second-class matter is not more than one-quarter of a cent a pound. But even if it is greater, as Mr. P. D. Ross pointed out to the Postmaster-General in the recent interview,

the national aspect of the case must be given serious consideration.

There is much to be said and much to be done before the newspapers of Canada are burdened with a material increase in the present rate of postage on second-class matter. The officers of Canadian Press, Limited, and Canadian Press Association are determined to go a long way in safe-guarding the interest of their members in this matter. But the safe-guarding of their interests will be the safe-guarding of the interests of other newspapers also and it is only fair that in this thorough and costly investigation these associations have jointly undertaken they should have the support of all newspapers throughout Canada. The nature of the organization known as Canadian Press, Limited, limits membership in it to the daily newspapers which are in a position to use its news service; but membership in Canadian Press Association is open to all legitimate newspapers. In the present membership of the association over 600 newspapers are represented, but the seriousness of the present situation and the expense of the forthcoming investigation demand the co-operation of the several hundred newspapers which are not included in this number. The co-operation of these newspapers in this matter has been requested and it is to be hoped it will be promptly forthcoming.

The Agitation Should be Continued

NOW that Parliament is again in session the agitation for the removal of the duty on type-setting and type-casting machines and parts thereof and parts of newspaper presses should be vigorously resumed. The newspaper publishers of Canada have already placed themselves on record as desiring this piece of remedial legislation and they have the best of reasons to support their contention. It is scarcely necessary to repeat the arguments that have been used but it is clearly evident that the possibility of the re-establishment of a Canadian industry for the manufacture of type-setting machines is extremely remote. This being the case there is no valid excuse for increasing the difficulties under which the printing and publishing business is conducted.

For the present publishers are urged to bring the matter to the attention of local members and impress on them the need for doing something to relieve the situation. They should be shown that it is of vital importance to the newspapers that this obstacle to progress should be removed. Every scrap of influence possessed by the press over members of Parliament should be brought to bear on them for the accomplishment of this object. With enough newspaper publishers agitating in this way, there is little likelihood that the Government will long continue to allow the disability to continue.

An Outrage on the Newspapers

THE decision of the Annuities Branch of the Post Office Department to use the bill boards solely in its initial paid advertising campaign is an outrage on the newspapers.

When the Dominion Government inaugurated the Annuities Branch the newspapers were asked to give publicity to its work. Many of them did so and have continued their assistance by inserting some of the reading notices relating to its work that have been sent to them from Ottawa. Others took the quite tenable position that the newspapers should not be expected to give free publicity to a department of the Government, the work of which is in a sense in competition with regular paid advertisers. To some of these and to others who gave the desired publicity it was hinted that a campaign in which the advertising required would be paid for was under consideration. Now comes the news that such a campaign has been arranged—*but on the bill boards instead of in the newspapers!*

This lack of gratitude for the assistance that has been given by the newspapers and the breach of the implied promise are perhaps even less serious than the fact that in the plan to spend $30,000 of the public funds to advertise the Government Annuities no provision has been made for the use of the logical medium of such advertising. True, the bill boards have their place among advertising media, but their place in a campaign of this kind is a very minor one if indeed they have *any* place. The average man or woman will not stand before a bill board while figuring out what an annuity will cost or whether it is a desirable form of investment. He or she will be much more likely to investigate the proposition if it is presented in the quiet and amid the comfortable and convenient surroundings of the office or home. Under the latter conditions the decision to cut out the coupon, write a few words on it and drop it unstamped in a letter box is much more likely to be created than is the arousal under the former of the interest that will compel the writing of a letter when the home or office is reached or the discussion of the question with the postmaster or letter carrier. In the one case the appeal and the means of taking action on it are closely associated: in the other they are widely separated. And this is only one reason why the newspaper is the efficient medium for use in this campaign.

It is understood the contracts for this campaign on the bill boards have been signed. If such is the case it is too late to divert all or part of this $30,000 into other channels. But the newspapers owe to themselves and to those who contribute to the public funds the duty of strongly impressing upon the officials of the Government Annuities Branch of the Post Office Department the importance and value of the newspaper as a medium for the advertising of Government annuities and the desirability of using it for all further advertising.

The PUBLISHERS' SECTION

Newspaper Publishers Will Investigate Cost of Handling Second-Class Matter by Post Office Department

Joint Meeting of Canadian Press Association and Candian Press, Limited, Discusses Reported Increase in Postal Rate

THE employment of an expert to conduct a thorough investigation into the cost of handling second-class matter by the Post Office Department was decided upon at a joint meeting of Canadian Press Association and Canadian Press, Limited, held in Toronto, on Wednesday, November 20, 1912. The meeting was called because of authoritative reports from Ottawa that the Post Office Department has in contemplation an increase in the rate and other changes in the Postal Act and regulations relating to second-class matter. November 20 was selected as the date of meeting because publishers of large daily newspapers from every province in Canada would be in Toronto then in attendance at the annual meeting of Canadian Press, Limited. The selection of this date did not permit of sufficient notice to ensure the presence of many representatives of the weekly and small daily press, and the attendance was, therefore, but little more than 100. But what the meeting lacked in numbers was made up for by the fact that it was thoroughly representative of the press of every section of Canada.

J. F. MacKay, Toronto *Globe,* president of Canadian Press, Limited, and John R. Bone, Toronto *Star,* president of Canadian Press Association, presided jointly over the meeting; and John M. Imrie, secretary of Canadian Press Association acted as secretary.

The Postal Committee of Canadian Press Association presented a report which was read by the secretary, Mr. Imrie. It was as follows:

At the annual convention of the Canadian Press Association held in June, a Postal Committee was appointed to consider what changes, if any, should be made in the postal regulations in so far as they relate to second-class matter. This Committee invited suggestions from the members as to what changes were desired, many of which were received. Your committee arranged to meet in Ottawa on Friday of this week, to discuss these suggestions and for an interview with Postmaster-General on Saturday, November 23. But in the meantime the Post Office Department issued a general circular intimating that an adjustment of rates on second-class matter was under consideration, and the larger question of a possible general readjustment of postal rates naturally came before your committee. This question overshadowed to such an extent the other considerations that were in the mind of the Association when the committee was appointed, that it was thought desirable to call a special general meeting of the Association.

Your committee would recommend that an addition to its membership be made by the appointment of 3 members representing papers west of Great Lakes and 2 members representing newspapers in Maritime Provinces, for the purpose of meeting the Honorable the Postmaster-General on Saturday.

Your committee at this stage is not prepared to make any recommendations as to what the attitude of the Association in connection with a possible readjustment of rates should be, but would suggest that discussion would be beneficial along certain specific lines:

1. What should be the attitude of this Association with reference to any increase in present rates?
2. In the event of a readjustment of rates being proposed by the Post Office Department, what circumstances should govern the action of the Post Office Department on the following points:

(a) Should the free zone for weekly newspapers be continued?
(b) Should postage rates be based upon the proportion of advertising to reading matter?
(c) Should postage rates be based upon the number of pages or weight of the individual copy of a newspaper?
(d) Should postage rates be based upon the subscription rate charged—either with relation to the rate charged in place of publication or with relation to cost of white paper and ink?
(e) Should postage rates for daily newspapers be based on zone system that is, a smaller charge in a zone of short radius and a higher charge outside of the radius.

In addition to the larger questions outlined above, recommendation on changes in the postal regulations have been made to your committee, and these are embodied in the attached report.

It was decided to proceed at once to the discussion of the more important question of the reported increase in rates of postage on second-class matter and as this discussion was prolonged no action regarding suggested changes in the postal regulations was taken. Indeed the appendix to the Postal Committee's report containing these suggestions was not read to the meeting.

Many members of Canadian Press Association and Canadian Press, Limited, expressed opinions on the various questions on which discussion had been invited by the Postal Committee of Canadian Press Association. Some quoted figures showing the effect on their newspapers of the imposition of various rates of postage and methods of charging which it was reported in different quarters the Post Office Department has under consideration. These reports and figures emphasized the importance of prompt and united action to safeguard the interests of the members of both organizations; and of accurate and definite information on which such action could be

based. The consensus of opinion was that before the Post Office Department made any change in the rates of postage on second-class matter, or in the method of charging for its transmission through the mails, its officials should conduct a searching investigation into the cost of handling this class of mail matter and submit conclusive evidence that even after full allowance for the special consideration to which newspapers are admittedly entitled, the present rate is too low.

It was the opinion of the meeting that a similar investigation should be conducted by the newspapers also. The Post Office Department would present definite facts and figures in support of its contentions and it is important that the newspapers also should secure all available data in support of their case. So it was moved by H. B. Donly, Simcoe *Reformer,* seconded by A. E. Miller, London *Free Press,* and carried that the presidents of Canadian Press Association and Canadian Press, Limited, be a committee to engage an expert or experts to conduct a thorough investigation into the cost of carrying second-class matter; such expert or experts to report the result of their investigation to this committee, which shall transmit it to the members of Canadian Press Association and Canadian Press, Limited.

The action of the Postal Committee of Canadian Press Association in arranging for an interview with the Postmaster-General was endorsed. The meeting approved of the suggestion in the report of this committee that the question of the reported readjustment of rates rather than the suggested amendments to the postal regulations be the subject of this interview. It was decided to make the deputation more thoroughly representative of the various interests represented in Canadian Press Association by making its personnel as follows:—

The Postal Committee of Canadian Press Association, consisting of John R. Bone, Toronto *Star* (President of C.P.A.); W. J. Taylor, Woodstock *Sentinel-Review* (chairman of committee); W. M. Southam, Ottawa *Citizen;* H. B. Donly, Simcoe *Reformer;* Wm. Findlay, Ottawa *Free Press;* and H. A. Robert, *La Presse*, Montreal.

Representatives of Canadian Press, Limited: J. P. McConnell, Vancouver *Sun;* J. H. Woods, Calgary *Herald;* W. A. Buchanan, Lethbridge *Herald;* P. D. Ross, Ottawa *Journal;* E. F. Slack, Montreal *Gazette;* and Senator Wm. Dennis, Halifax *Herald.*

Representative of agricultural press; John Weld, *Farmer's Advocate*, London.

Representative of weekly press (in addition to Mr. Donly); W. E. Smallfield, Renfrew *Mercury.*

Representative of religious press: Rev. R. Douglas Fraser, Presbyterian Publications, Toronto.

Representative of trade press: Col. J. B. Maclean, Maclean Publishing Co., Limited, Toronto.

Representative of class press: John A. Cooper, *Canadian Courier,* Toronto.

This deputation was instructed to ask the Postmaster-General for information regarding his reported intention to re-adjust the rates of postage on second-class matter; and to request that the expert representing the newspapers be allowed to work with the department in an investigation of the cost of handling second-class matter.

The meeting was then adjourned.

Among those present at the joint meeting of Canadian Press Association and Canadian Press, Limited, were the following:

J. E. Atkinson, Toronto Star; J. S. Brierley, Montreal Herald; W. A. Buchanan, Lethbridge Herald; John R. Bone, Toronto Star; E. B. Biggar, Pulp and Paper Magazine, Toronto; John Craig, Sturgeon Falls Advertiser; John A. Cooper, Canadian Courier, Toronto; W. A. Craick, Printer and Publisher, Toronto; J. H. Cranston, Toronto Star; H. B. Donly, Simcoe Reformer; Rev. R. Douglas Fraser, Presbyterian Publications, Toronto; W. J. Douglas, Toronto Mail and Empire; L. H. Dingman, St. Thomas Times; Wm. Findlay, Ottawa Free Press; C. Gordonsmith, Montreal Witness; W. R. Givens, Kingston Standard; L. A. Guild, Kingston Whig; R. B. Harris, Hamilton Herald; E. A. Harris, Burlington Gazette; John M. Imrie, Printer & Publisher, Toronto; James H. Imrie, Printer and Publisher, Toronto; W. F. Kerr, Regina Leader; C. O. Knowles, Canadian Press, Ltd., Toronto; John Lewis, Jr., Montreal Star; E. A. Miller, London Free Press; W. J. McNair, Hamilton Herald; John P. McConnell, Vancouver Sun; E. H. Macklin, Winnipeg Free Press; E. W. McCready, St. John Telegraph; J. F. MacKay, Toronto Globe; D. O. McKinnon, Commercial Press, Toronto; Col. J. B. MacLean, MacLean Pub. Co., Toronto; W. M. O'Beirne, Stratford Beacon; C. T. Pearce, Toronto News; R. F. Parkinson, Ottawa Journal; Norman Phelps, North Bay; P. D. Ross, Ottawa Journal; M. Rossie, London Advertiser; J. Ross Robertson, Toronto Telegram; John R. Robinson, Toronto Telegram; W. G. Rook, Canadian Home Journal, Toronto; Rev. J. J. Redditt, Methodist Publications, Toronto; W. G. Robertson, Westminster, Toronto; W. M. Southam, Ottawa Citizen; E. F. Slack, Montreal Gazette; J. R. Stratton, Peterboro Examiner; W. J. Taylor, Woodstock Sentinel-Review; J. H. Woods, Calgary Herald; McKenzie Wright, Ailsa Craig Banner; W. Wrigley, Commercial Press, Toronto; John Weld, Farmers' Advocate, London; C. L. Wilson, Wilson Pub. Co., Toronto.

C.P.A Executive Committee Meets

HOW to secure funds to meet the Canadian Press Association's share of the expenses in connection with the investigation of the cost to the Post Office Department of handling second-class matter was the subject of discussion at a special meeting of the Executive Committee of the Association held in Toronto on the evening of November 20. It was decided to raise $1,000 at once and a schedule of proportional amounts for various classes of newspapers represented in the membership was prepared. The secretary was instructed to issue circulars notifying the members of this action and of their proportional share of the $1,000; and to strongly urge upon the newspapers not connected with the association the importance of joining it now and thus co-operating in the work of safeguarding the interests of the press in connection with the proposed changes in postage rates.

The secretary presented twelve applications for membership, all but one of which were accepted.

Those present at the meeting were: John R. Bone, Toronto *Star;* H. B. Donly, Simcoe *Reformer;* W. M. O'Beirne, Stratford *Beacon;* W. J. Taylor, Woodstock *Sentinel-Review;* J. F. MacKay, Toronto *Globe;* Wm. Findlay, Ottawa *Free Press;* W. R. Givens, Kingston *Standard;* and John M. Imrie, secretary of the Association.

New Rates for Western Weeklies

WEEKLY newspapers represented in the membership of the Alberta and Eastern British Columbia Press Association are getting together on the matter of advertising rates. C. F. Hayes, the energetic secretary of this association, has secured from the members data regarding present rates and suggestions for their betterment. The draft of a proposed schedule of minimum rates has been prepared and is now being considered by the members.

The RESET ADVERTISEMENTS

WITH the conviction that our readers will derive more benefit from an actual reset example rather than mere comments and criticisms, we have opened this department this month. The policy of this department will be to endeavor to present a more effective and practical way of handling the problems of composition which confront the adman.

Example 1.—This example has some of the common faults of the ordinary newspaper advertisement. Several faces of type have been used and the matter has been set the full measure whether or not there was a sufficient amount to fill out the advertisement. Consequently, the adman was obliged to put a considerable amount of white space at the top and bottom. It would have been much better had this been distributed more evenly over the ad. In the reset a neater and more pleasing arrangement. has been secured by the use of one type face, a more even distribution of white space and by drawing in the paragraphs.

NOTICE

DANFORD, ROCHE & CO.

have purchased from Mr. Bricker the Assignee of the estate of

Mr. C. F. Vandrick

the Stock and Shop Furniture which they will open in a few days and clear out at a Very Low Price.

Example 1

H. J. M. GLOECKLER

Victrolas and Victor Records

Stewart Block, 20th Street

SASKATOON

Example 2

Example 2.—The fact that the lines of this advertisement are unbroken and set straight across, is accountable to some degree for its uninteresting appearance. Variety has been added to the reset example by dividing the lower portion of the advertisement into two unequal portions.

Example 3.—This advertisement appears to better advantage here than it did on the newspaper page, as it is surrounded by a certain amount of white space. The spread out and cramped appearance and the bold display of the original was anything but pleasing. In the reset these disadvantages are overcome by placing a border around the advertisement and setting the matter in the smaller sizes of a light face type.

G. CLARK

"The Clothier"

Invites you to call and see his fall stock of

Clothing, Tailoring and Gents Furnishings

G. CLARK

"The Clothier"

Example 3

Example 4.—The reset of this advertisement is an improvement on the original as one portion is emphasized above the rest. The second and third paragraphs look better and are easier to read by being doubled up. The signature conforms much better to the squared-up idea of the advertisement.

Oak Bay Special

PLEASANT AVENUE, nice lot, facing west, size 50x120 to a lane. Terms one-third cash, 6, 12 and 18 months. Price ... $1470

"DEAN VALE"

Large lots in the subdivision fronting on Burnaby and Charlton roads, only short distance from two car lines. Water and sewer pipes past the property. Easy terms. Price $1000

FISGUARD STREET

Between Blanchard and Quadra. 60x115 and small house. Terms one-quarter cash, balance 1, 2 and 3 years at 7%. Per front foot, only ... $300

P. R. BROWN

1112 Broad Street — Member Victoria Real Estate Exchange — Telephone 1078

Example 4

Example 5.—The poor appearance of the original is probably the result of the compositor trying to race the clock. The reset would hardly consume any more time, yet it presents the message in a much more effective manner.

My Policy

To Pay My Customers MORE Than They Pay Me For The Securities That I Sell Them.

LOUIS N FULLER,

Investments,

Provost Street 'Phone 90 New Glasgow

Example 5

Example 6.—Individuality is a good quality for the adman to develop, provided he uses it to add greater impressiveness to his advertisements. In striving after individuality, the compositor who set the original of this advertisement sacrificed both speed and a forceful arrangement. The reset would undoubtedly consume less time and it has a more pleasing and straightforward appearance.

Review of Advertisements

Gordon F. Summers, Winnipeg, Man.—You certainly have shown good taste in the arrangement of your advertisements. Some are strong, bold and forceful without becoming obtrusive. Others are more refined and tastefully treated; light type faces and rules thoughtfully arranged and displayed producing this result with good effect. Your simple style of arrangement is worthy of being followed by others.

E. Roy Sayles, Port Elgin, Ont.—The advertisement submitted is a very creditable piece of work. The balance of the cuts and matter is good, and the principal points stand out with due prominence.

The man of ability is always looking forward.

ARCHER'S

A. ARCHER,

PHONE 25

Example 6

NOTICE

Danford, Roche & Co.

have purchased from Mr. Bricker, the Assignee of the estate of

Mr. C. F. Vandrick

the Stock and Shop Furniture which they will open in a few days and clear out at a Very Low Price.

[EXAMPLE 1]

H. J. M. GLOECKLER

DEALER IN

Victrolas &
Victor Records

STEWART BLOCK
20th ST., SASKATOON

[EXAMPLE 2]

G. CLARK

"The Clothier"

∴

Invites you to call
and see his fall
stock of

Clothing
Tailoring
and Gents
Furnishings

∴

G. CLARK, *"The Clothier"*

[EXAMPLE 3]

OAK BAY SPECIAL

PLEASANT AVENUE — nice lot, facing west; size 50x120 to a lane. Terms one-third cash, 6, 12 and 18 months. Price **$1470**

"DEAN VALE"

Large lots in this subdivision fronting on King's and Charlton roads, only short distance from two car lines. Water and sewer pipes pass the property. Easy terms. Price **$1000**

FISGUARD STREET

Between Blanchard and Quadra, 60 x 115, and small house. Terms one-quarter cash, balance 1, 2 and 3 years at 7%. Per front foot, only..... **$300**

P. R. BROWN, *1112 Broad St.*

Members Victoria Real Estate Exchange ∴ ∴ *Telephone, 1076*

[EXAMPLE 4]

MY POLICY

To pay my customers *more* than they pay me for the securities that I sell them.

LOUIS N. FULLER, *Investments*

PROVOST STREET, NEW GLASGOW ∴ ∴ PHONE 90

[EXAMPLE 5]

The Man of Ability is Always Looking
FORWARD

Only the thoughtless and unconcerned classes are content to drift along from day to day.

Men of ability plan for the future.

And this is probably the reason why so many of the most progressive men are giving orders for

ARCHER'S
:: *TAILORED* ::
COATS & SUITS

They realize that they must have winter clothing and that only tailored clothes give entire satisfaction.

It is this fact that is bringing in the orders daily.

Is your order among the many?

A. ARCHER, *Phone 25*

[EXAMPLE 6]

St. Lawrence River Counties Press

The inaugural meeting of the St. Lawrence River Counties Press Association, organized last summer, was held in Brockville on Tuesday, November 19. There were present, J. G. Elliott and Leman A. Guild, Kingston *Whig;* James A. Thomson, Gananoque *Journal;* B. O. Britton, Gananoque *Reporter;* R. S. Pelton, Iroquois *News;* G. W. Chapman, North Augusta *Citizen;* P. C. L. Erney, Prescott *Messenger;* L. E. Murphy, Morrisburg *Leader;* W. H. Albery and W. J. Moore, Brockville *Recorder;* A. T. Wilgress and W. R. Scace, Brockville *Times.*

The meeting opened at three o'clock with the president, A. T. Wilgress, in the chair. His address was brief. After welcoming the newspapermen to Brockville and outlining the aims of the organization, he emphasized the necessity of co-operation.

Several communication were read and discussed, the most important being that relating to the anticipated increase in newspaper postage by the Postal Department. A resolution was passed unanimously voicing the views of the meeting and appointing Mr. Guild, of the *Whig,* as representative of the association at the special meeting of the Canadian Press Association and Canadian Press, Ltd.

The secretary read a paper on the cultivation and collection of subscriptions which had been prepared by Mr. Young, of the Cornwall *Freeholder,* absent from illness. The paper was an excellent and practical one and created considerable discussion.

Mr. Murphy, of Morrisburg, spoke upon county and municipal printing and opened up an animated discussion. The price list of job printing was discussed and the members were asked to report to the secretary later on with a view to adopting a uniform standard for members of the association.

Mr. Pelton, of the Iroquois *News,* gave an entertaining and most practical address on the cultivation of local advertising in his own original manner. A hearty vote of thanks was tendered him by the meeting for the same.

The election of officers for the coming year was as follows: President, A. T. Wilgress, Brockville *Times;* vice-president, R. S. Pelton, Iroquois *News,* secretary-treasurer, W. J. Moore, Brockville *Recorder;* executive, C. W. Young, Cornwall *Freeholder;* L. A. Guild, Kingston *Whig;* P. C. L. Erney, Prescott *Messenger.*

It was decided to hold three meetings a year, on the first Tuesday in March, July and November. Accordingly the next meeting will be held in Morrisburg in March, with the probability of the July meeting being held in Gananoque.

During the evening the visiting pressmen were the guests of Acting-Mayor Mackenzie at a banquet at the Strathcona Hotel, which was greatly enjoyed.

Other District Press Meetings

THE members of the Bruce County Press Association met in Walkerton on Friday, November 8th. There was only a fair attendance, but for the most part the absent publishers sent in explanations for their non-attendance. The president, E. Roy Sales, of the Port Elgin *Times,* presided. Mr. Johnston of the Mildmay *Gazette,* acted as secretary. The chief business was the discussion of the country printing. In years gone by this printing has been made a source of dissatisfaction, by constant cutting and dickering of one official against another. During the past year things have taken a change in the printing business in Bruce county, and since the formation of the association men have been brought to a knowledge of their costs. As a result of this a committee consisting of W. Wesley, Walkerton *Times;* D. McKenzie, Paisley *Advocate,* and W. McDonald, Chesley *Enterprise,* were appointed to set the price for the various items of printing, according to the cost price list, and to make the allotments of printing to the offices. It was contended by the printers present that the county should pay no more for its printing than the average citizen, nor should it pay less. In order to catch trains the business session lasted but an hour and a half. The committee on county printing, which is to meet the county council, have also the privilege of requesting the attendance of any other publishers they may desire at the general sessions of the council in January.

Palmerston District Press Association was reorganized under the name Wellington County Press Association at a meeting in Fergus on Friday, November 8. J. A. Lambert, Mount Forest *Representative,* and A. W. Wright, B. A., Mount Forest *Confederate,* were elected president and secretary-treasurer respectively, of the new organization. John M. Imrie, secretary of Canadian Press Association, was present at the afternoon session of the meeting and assisted in the discussion of the question of what are fair prices for the small job work that is common to all combined weekly newspaper and job offices. The price list of the old Palmerston District Press Association was revised and will be issued shortly.

Thirteen printers and publishers of Lincoln and Welland counties joined in a cost conference held at St. Catharines on Tuesday, November 18, under the auspices of Canadian Press Association. John M. Imrie gave an illustrated exposition of the C. P. A. Cost System for combined weekly newspaper and job offices and showed the importance of a cost system in a printing and publishing plant. It was decided to re-organize Niagara Peninsula Printers and Publishers' Association and officers were elected as follows: President, W. B. Burgoyne, St. Catharines *Standard;* vice-president, J. H. Thompson, Thorold *Post;* secretary-treasurer, L. B. Duff, Welland *Telegraph.* Others present at the meeting were: J. M. Elson, St. Catharines *Standard;* F. H. Leslie, Niagara Falls *Review;* E. W. Johnston, Jr., Bridgeburg *Review;* J. A. Livingston, Grimsby *Independent;* H. B. Burgoyne, St. Catharines *Standard;* G. E. Hudson, Beamsville *Express;* H. Mosher, Niagara-on-the-Lake *Times;* Chas. R. Berger and H. Barber, St. Catharines; and E. H. Brennan, Welland.

The second meeting of the newly organized Niagara Peninsula Printers' and Publishers' Association referred to in the foregoing paragraph was held in St. Catharines on Tuesday, November 26, The members present constituted themselves a committee to prepare a price list of job work. This committee will meet again on Tuesday, December 3, and as soon as its work is completed a meeting of the association will be called to receive its report and adopt or amend the price list that will be proposed in it. The new association is receiving the hearty support of the printers and publishers of the Niagara Peninsula and there is every reason to believe it will be a success.

Postmaster-General Admits Post Office Department is Seriously Considering Increase in Rate on Newspapers

Report of Interview With Postmaster-General on Nov. 23rd, 1912

THAT the Post Office Department is seriously considering an increase in the rate of postage on second-class matter was made very clear during the interview which the deputation representing Canadian Press Association and Canadian Press, Limited, had with the Honorable, the Postmaster-General, L. P. Pelletier, on Saturday, November 23.

As Mr. Pelletier himself said, the deputation that waited on him was a most representative and influential one, for it consisted of the following:—John R. Bone, Toronto *Star;* W. J. Taylor, Woodstock *Sentinel-Review;* W. M. Southam, Ottawa *Citizen;* H. B. Donly, Simcoe *Reformer;* Wm. Findlay, Ottawa *Free Press;* H. A. Robert, *La Presse,* Montreal; J. H. Woods, Calgary *Herald;* P. D. Ross, Ottawa *Journal;* E. F. Slack, Montreal *Gazette;* Senator Wm. Dennis, Halifax *Herald;* John Weld, *Farmer's Advocate,* London; W. E. Smallfield, Renfrew *Mercury;* Col. J. B. Maclean, Maclean Publishing Co., Ltd., Toronto; John A. Cooper, *Canadian Courier,* Toronto; Senator Robert Jaffray, Toronto *Globe;* J. E. Atkinson, Toronto *Star;* Senator Coffee and L. Burns, *Catholic Record,* London; H. T. Hunter, Maclean Publishing Co., Limited, Toronto; E. Norman Smith, Ottawa *Free Press;* R. F. Parkinson, Ottawa *Journal;* and J. J. Reditt, Methodist Publications, Toronto.

P. D. Ross, Ottawa *Journal,* introduced W. J. Taylor, Chairman of Postal Committee of Canadian Press Association and the other members of the deputation. He then explained the purpose of the visit, referring to the request for information regarding circulation, advertising, rates for circulation and advertising, etc., which the Post Office Department had recently made to newspaper publishers generally. He referred to the rumors that the department was seriously considering an increase in the rate of postage on second-class matter and asked whether this is the case.

The Postmaster-General, Hon. L. P. Pelletier, expressed his pleasure at receiving so representative a deputation and said the Post Office Department had not made up its mind regarding any policy on this matter. The department has in mind the need of going into this question very fully. Mr. Pelletier said he had been told there was some unrest among newspapers regarding this policy, but this is not necessary.

"I may say, gentlemen," he said, "that there is no occasion for that. Anything that I may do here, with the help of my Deputy Minister, Dr. Coulter, will be done after full consultation with, and the advice of, the newspapers. We have, the doctor and I, put our heads together in order to prepare a circular which we thought would give us some of the preliminary—and I underline the word 'preliminary'—information which we think ought to be in the hands of the Department, so that we may go further into this matter. This circular has no other bearing than that. I have been a journalist myself and I believe in newspapers and I think they are a power in the land which we have to reckon with in the first place, and which, in the second place, ought to be well treated. We believe here that we are confronted with a serious situation. We may be right or wrong. It will be matter for very complete and full discussion with you gentlemen—discussion as full as possible. I am glad to see, as Mr. Ross has said, that I have the pleasure to-day of having such a representative gathering of journalists from all over the country nearly, and some of the most important ones and some of the pioneers of advance and progress in journalism in this country.

"We are confronted just now with the following position and I want to put it straight before you because it is the starting point. We have had an arrangement with the railway companies in Canada which has been in existence for years, which never was modified and under which, or in virtue of which, these railway companies take care of the transportation of the mail matter of this country. Like our predecessors, we have been hammered at by the railway companies with the representation that, whilst the amount of mail matter which they are carrying for us has increased immensely, the price or remuneration given for such transportation has not been adequate . Now you journalists are all business men, and you will understand me when I say that, without pledging ourselves at all in this matter and without acknowledging that their contention is right or wrong, I think I am bound to go as far as saying that there may be something in it. I think that is putting it very mildly. They tell us the amount of mail matter they used to carry was very little in comparison with what they are called upon to carry now. Under present conditions they are carrying tons and tons of mail matter over and above the amount which they were called upon to carry before, and they say, 'We are asked to do that for the same price and no consideration is given to our demands.'

"The late government adopted a certain line of policy in that respect and I think it is the right thing to tell you. These demands have been made to this Department for a number of years and they have been avoided and side-tracked, and put to one side as much as possible. Finally, the late government, finding that they were cornered I suppose, thought they had discovered a way out of the difficulty by having an order-in-council passed by virtue of which the whole matter was referred to the Railroad Board for them to decide what should in future be the remuneration which the Post Office Department would give to the railway companies. When I arrived in this Department, one of the first things brought to my attention was this very important matter. After looking at the facts and papers before me, I though the Post Office Department had very skilfully avoided a difficulty and washed its hands entirely of it by leaving it for somebody else to decide. Whilst that is very good, very skillful, my principle has always been to face a difficulty myself and try to solve it without shirking it, no matter what the consequences. I thought this Order-in-

Council which brought a temporary solution of the question did not have the result of bridging the difficulty at all. In the first place we submitted the matter to the Department of Justice and we were told it was very doubtful whether the Railway Board had any power to decide such questions. As a lawyer, I agreed with that opinion myself. Moreover, I saw that the decision of the Railway Board, which would be final, as between the Government and the railway companies might perhaps cripple the Department's finances to such an extent that we would not know how to keep our heads above water. Finally, there is power in our own hands given to us by the law to fix ourselves the rates which shall be paid to the railway companies for the transportation of mail matter. True, we are told it is a very arbitrary law, and I am prepared to admit that it is arbitrary, but if we were to look into the whole situation it might be justified. I thought if the Post Office Department had power in its own hands to decide the question that is was no use referring it to the Railway Board. I therefore, had another Order-in-Council drafted and passed withdrawing the question from the Railway Board, and I told the railway companies, who seemed to be somewhat dissatisfied about the move, that I would face the difficulty myself and try and settle it in a business-like way and not shirk it. I may say that I have not done much yet, owing to my trip to England and the necessity of preparing for the session of Parliament. It seems to me that the increase in the amount of mail matter carried is undeniable. Newspapers have increased in importance, volume and shape and the newspapers of this counrty have very much improved. But, is it a fact or not that we are carrying now for the newspapers a very much larger amount of mail matter than we used to? This, I think, will not be gainsaid. Is it not fair that you and I should sit down and take up this question and try and come to some conclusion which will not hurt the future of this, which I may call national enterprise? And at the same time we must remember that we have in all the civilized countries of the world now, except Canada, a newspaper rate of 1c. per pound. And in Canada, which at the present moment thinks that it is becoming a nation, perhaps we might think that we ought to follow other countries in the rates of transportation for newspapers. In this country we ask only one-fourth of a cent per pound. I am sure you will agree that is modest and reasonable, but I am not going to ask for an answer now. But I do wish to improve conditions in that respect, and what I am absolutely in earnest about and desirous of doing is to do it in such a way that the newspapers, when we have closed this matter, will say that we have met them in a fair spirit and with the sincere desire of doing what is right by the press. I shall be very glad to have all the information and suggestions which you may be able to give me to meet as much as possible the requirements which I have tried to put before you."

P. D. Ross expressed the appreciation of the deputation of the full and frank statement of the position of the Post Office Department in this matter which the Postmaster-General had given. He said there was no question that the amount of second-class matter carried by the railways had increased. But he is suspicious of the railways and their complaints in this matter. He referred to similar complaints made to the Post Office Department of the United States by the railways of that country, and to the fact that when these complaints were investigated it was found they were grossly exaggerated. He expressed the hope that the Post Office Department would ascertain the actual cost to the railways of carrying mail matter. He said the newspapers were prepared to appoint an expert or experts to co-operate with the Department in making this investigation and asked the Department to give them full facilities for their investigation.

"There can be nothing fairer than that," said Mr. Pelletier, "I agree to it at once."

Mr. Ross then said the newspapers feel that in some respects this question goes beyond the mere cost to the Post Office Department of carrying these newspapers. Even though the result of the investigation might show that the present rates are low the national aspect of the case should be given serious consideration.

"As to the national aspect," said Mr. Pelletier, I think you are right, to a certain extent at least. *If I were to ask the rate the railway companies present to us it would put you out of business,* but this Department is willing to carry its fair share of any such increase so as to meet you half-way and try and work together in order to try and get the best results we can, and just for the very reason you mention, the national aspect. There is one point, it is the amount of the Saturday paper. I think anyone who reads papers in this country, and nobody is a more careful and attentive newspaper reader than myself, newspapers of all sides of party politics, has remarked on the growth in size of the Saturday papers. When I take up my Saturday papers, I feel always that it is necessary for me to have had a good breakfast in the morning. I don't want to be interpreted as criticising this thing, but it is a fact that the volume of the Saturday papers has grown considerably and although they are attractive and well made they are physically heavy on the mails. Organize your committee and let us go into this matter. Let us join hands and we will work this thing together. I again insist this is not a matter of riding over publishings—we will not do anything except we are able to satisfy you on points of difference. Of course, there must be some give and take, but this being the case we will reach happy conclusions."

Mr. Ross again thanked Mr. Pelletier for his frank statement and said the newspapers had not yet appointed a committee to look into this matter, but merely this deputation to secure information. But the newspapers would certainly like to have an expert co-operate with Post Office Department if it is the case that the Department intends to take any action.

"You had better take it for granted," said Mr. Pelletier, *"that something must be done.* Your plan is a good one."

The deputation then withdrew and adjourned to the Rideau Club where the Ottawa publishers were hosts at luncheon.

After luncheon an informal discussion on the statements made in the interview took place.

This discussion revealed a unanimity of opinion that although it is vitally important that the expert employed to represent the newspapers secure all the

facts affecting the cost of handling second-class matter, he should work with, rather than against, the Post Office Department and not antagonize it. For this and other reasons it was the feeling that the expert should be a Canadian, although he should be, or put himself, in close touch with the various experts and commissions which have conducted similar investigations in other countries, and with those who have investigated transportation charges in this country. The expert should have an intimate acquaintance with local conditions, tact and diplomacy, which qualities are as essential as the possession of technical information.

It was suggested that all suggestions in connection with the investigation be made through the office of Canadian Press Association where they would receive the careful attention of the secretary, and be passed on to the proper committee or individual member.

Several suggested that steps be taken to secure the co-operation on this matter of newspapers not represented in the membership of Canadian Press Association. Mr. Imrie explained that since the meeting in Toronto on Wednesday, a circular letter had been sent to the 600 newspapers in Canada that are members of Canadian Press Association asking them to contribute specified amounts according to class, to the fund that was being raised for the purpose of conducting this investigation. Another circular letter had been sent to other daily and weekly newspapers in Eastern Canada which are not represented in the membership of the Canadian Press Association, acquainting them with what had been decided upon and putting it up to them strongly to give their moral and financial support in this matter by joining Canadian Press Association at once. The secretaries of the Alberta and Eastern British Columbia and Western Canada Press Associations which are affiliated with Canadian Press Association are being asked to send a similar circular letter to all newspapers in Western Canada which are not represented in their membership.

Before meeting the Postmaster-General the deputation held a conference in the Board of Trade rooms, Ottawa.

W. J. Taylor, chairman of the Postal Committee of Canadian Press Association, presided, and John M. Imrie, secretary of Canadian Press Association, acted as secretary of the meeting.

Mr. Imrie presented a brief statement of the history of legislation relating to second-class matter. He said prior to Confederation, newspapers were carried free in what was then known as the lower provinces. After Confederation the rate of one cent a pound was put into effect, and this continued until 1882, when it was abolished, and newspapers were carried free except in the place of publication. This arrangement continued until June 13, 1898, when Sir Wm. Mulock's bill to amend the Post Office Act was passed. By virtue of this amendment second-class matter, addressed to subscribers resident elsewhere than in the place of publication was carried at a rate of one-quarter of a cent a pound for the period from January 1, 1899, to June 30, 1899; and a half a cent a pound thereafter. An exception was made in the case of weekly newspapers which were given a free zone with a radius of 20 miles and a diameter of 40 miles. The Postal Act was again amended on August 13, 1903, when the rate of one-half of a cent a pound was reduced to one-quarter of a cent a pound on distances not exceeding 300 miles. The limitation of distance was afterwards removed and the free zone on weekly newspapers was extended being given a radius of 40 miles and a diameter of 80 miles.

Mr. Imrie outlined briefly the reasons assigned by Sir Wm. Mulock for reimposing postage on newspapers in 1898, as follows:

(1). The abuse of the system of free transmission in many respects and including the demand for free transmission of many new publications, the bona fides as newspapers of which were questionable.

In this connection Sir William Mulock said:

I propose to refer briefly to the objects of some of these papers that are now being transmitted free through the post office. I do not know whether these characteristics that I am about to read describe all the newspapers and all their objects, but they are prepared by one of the officers of the department under the instructions to go through the newspapers, and give me a summary that I might make use of, and which would fairly represent the general character of the papers that are now being carried free. The first that I find upon the list are papers that are engaged in advertising, chiefly for the promotion of the liquor trade and hotel business. . . . I find here papers whose general object is the promotion of temperance, and publications on behalf of Sunday. . . . The next class I have here are periodicals devoted to the interests of Sunday Schools. Then we have papers promoting the sale of books, badges, medals, etc. Next is a paper called "Secular Thought"—papers of that class, some of them relating to works of agnosticism. Hansard, 1898 pages 5528, 5529.

(2). The increase in weight of newspapers carried free. Their weight was as follows:

In 1889 ..... 9,428,498 pounds
In 1891 .....11,108,835 pounds
Increase in 2 years of 17%.
In 1897 .....16,557,490 pounds
Increase in 8 years of 77%.

(3). The demands of the railways for increased subsidies for carrying the mails.

(4). The deficit of $800,000 in Post Office Department during 1896; and of $580,000 during 1897.

(5). The need of additional revenue to offset possible loss through reduction of rate on letters from 3 to 2 cents.

Whilst most, if not all, of these reasons are given specifically by Sir Wm. Mulock in other statements, they are summed up generally in this short statement, which he made in the course of the debate on the second reading of his bill on May 13, 1898:

I submit that the two measures (the reduction on letters and the charge on newspapers) are in the public interest. They are entwined together, and whilst the imposition of the rate upon newspapers will not pay the whole cost of this boon that will be conferred upon the public, yet to the extent that it produces a revenue, it will add to that amount, and it will be, I trust, a check upon the burdens that are cast upon the people to-day by the bringing out of newspapers of a useless kind (fake newspapers some call them. I would not use the term, I do not know the meaning of it. A constant demand is made upon the public to carry newspapers that succeed in getting registration, comply with the requirements of a newspaper set forth in the statutes, but which are nothing but agencies in disguise to promote private enterprise and private gain. Putting the matter on a business basis will, I trust, help to ward off some of these evils and make it possible for the country in the near future to have the advantage of the 2 cent rate without any extra cost. Hansard, 1898 pages 5532, 5533.

Mr. Imrie quoted several extracts from Hansard in connection with the debate on Sir Wm. Mulock's bill, among them the following:

Referring to the figures showing tonnage of newspapers carried in 1889, 1891 and 1897 respectively, quoted by Sir Wm. Mulock in House of Commons on April 1, 1898, the leader of the opposition, Sir Charles Tupper, said: "I would draw the attention of my honorable friend (Sir Wm. Mulock) at the outset to a conclusion at which I have arrived from the enormously rapid increase in the number of newspapers carried through the mails. How does the honorable gentleman account for that? I attribute it, sir, to the anxiety of the great mass of the people of this country to obtain information. I regard the publication of newspapers as one of the most potent educational influences that the country possesses. I believe that the fact that Canada can boast to-day of having a better informed population among all classes throughout the country than almost any other country throughout the world is attributable largely to the eagerness with which they look for the information which can only be conveyed to the great mass of the people through newspapers. I do not want to prejudice this question before we come to consider it on its merits; but I want at the outset to throw out for the consideration of the Government that the fact of the enormous increase in the circulation of the newspapers of the country is one of the most potent reasons why the dissemination of knowledge and information in reference to public questions should not be circumscribed by preventing the publication of these newspapers if that would be the natural result."—Hansard, 1898—page 2916, 2917.

Further on in the same speech Sir Charles Tupper said: "What this measure strikes the most potent blow at is the dissemination by the press of the proceedings of this House and the discussions of public affairs." Hansard, 1898—page 2917.

In the debate on second reading of Sir Wm. Mulock's bill to amend Postal Act, Sir Charles Tupper said on May 13, 1898:—"There is abundant evidence that manhood suffrage in the Dominion is a far higher franchise than manhood suffrage in Great Britain for the reason that there are tens of thousands of electors in the United Kingdom who go to the polls without having he remotest idea not only of public questions before the country, but, if their lives depended upon it, they could not state who is Prime Minister of Great Britain to-day. I give that as an indication of the great advance the people of Canada have made in intelligence; and the thorough knowledge which the mass of the people here have in respect to the political issues and all other questions of that kind, as well as general information, rests largely on the fact that newspapers have so largely increased in circulation until they are now read by almost every individual in the country, and there is scarcely a family to be found that has not the advantage of receiving a newspaper in some form or other. Looking upon that as a great means of education in the country and for the dissemination of the most valuable information, I do not concur with the Honorable Postmaster-General in the opinion that it is a wise act to impose any obstruction to that great means of disseminating popular information which is furnished by and must depend upon the newspaper press of the country."

In the same debate, and on the same date, Sir Charles Tupper said: "If the post office revenue admitted of a reduction of the charges upon parties who mail letters of $650,000 a year (the estimated loss of revenue through reduction of rate on letters from 3 cents to 2 cents), I think it could very well bear the amount proposed to be gained by the charge of $62,000 a year upon newspapers. I stated before that I regard the free circulation of newspapers throughout the masses of very great importance to the country. I regard the newspaper literature of this country as of the greatest possible value to the people. I do not suppose there is any country in the world where newspapers are more widely taken and read than in Canada. I may be wrong on this point, but my impression is that the statistics which the Postmaster-General has given to the House abundantly prove the great value the people of the Dominion attach to their newspapers, and the rapid increase of the weight of newspapers carried by the Post Office Department affords the best possible evidence of the desire of the mass of the people to obtain newspapers. It is not merely a question of the small amount of charge on newspapers, but the fact that the people receive newspapers free of postage is one which has a most material influence in regard to popular subscriptions to them. People will subscribe to newspapers to secure information for themselves, and their families, when the newspapers have free postage, when with the smallest possible charge imposed they would not do so, because such would be attended with inconvenience and expense."—Hansard, 1898,—page 5542.

In the debate on this bill Mr. Taylor said: "I understand the Honorable the Postmaster General to say that he proposed this bill to reduce the postage on letters from 3 cents to 2 cents, and he hoped to increase the revenue by charging postage upon newspapers. Now looking at it from the farmer's point of view, I think it is very objectionable, and I hope the Honorable gentleman will see fit to withdraw his bill here and now for this reason. Ninety per cent. of the letters that pass through the mails are written by manufacturers and business men; the average farmer does not send probably more than 4 letters a year and the saving to him would be probably about 4 cents. But 90 per cent. of the newspapers are supplied to the farmers of this country, so that for the 4 cents he will save on his letters, he will pay an additional 25 cents on his daily or weekly newspaper. It looks to me like another blow at the farmer." Hansard 1898—page 2923.

In moving on May 13, 1898, the second reading of Bill 110, to amend the Postal Act, and with particular reference to the clause reducing the rate on letters from 3 cents to 2 cents, Sir Wm. Mulock the then Postmaster-General said in part: "Public opinion favors the cheapest and freest possible communication by mail throughout all parts of the country; and I feel sure that no argument is necessary to commend such a proposition to the public favor."—Hansard, 1898—page 5521.

On May 13, 1898, in the debate on the second reading, Sir Wm. Mulock's bill, he said in reply to an enquiry about the deficit in the United States Post Office Department during the previous year: "I think it was $12,000,000, but I do not think that any person who is familiar with the working of the United States system attributes that at all to the letter rate. It is attributable by those who know, Mr. Loud for instance, one of the greatest authorities in United States—to the extravagance of the Government in connection with their railway mail service. The railway companies of the United States are charging the Government, I think, 6 times as much for carrying the mails as are charged for ordinary first-class express matter."—Hansard, 1898,—page 5525.

In the debate on May 17, 1898, Mr. McDougall said: "The imposition of a tax on newspapers means the imposition of a tax on knowledge. Many who now receive newspapers cannot continue to receive them because the publisher must charge this tax upon the newspapers he distributes and so increase the price to the subscribers." Hansard, 1898, page 5717.

Mr. Imrie gave other information relating to the income derived by the Post Office Department for the carriage of second-class matter; the expense of publishing newspapers in Canada as compared with United States and Great Britain; their value for educational purposes, in the developing of local communities, in advertising Canada, etc.

P. D. Ross, Ottawa *Journal*, said the Post Office Department should be required to show good cause for any contemplated increase in the rate on second-class matter. He referred to the statement of the Post Office Department that the railways had demanded increased subsidies for carrying second-class matter and said definite proof of the cost to the railways for carrying this matter should be furnished. The expert whose appointment was authorized at the joint meeting in Toronto, on 20th inst., should be allowed to co-operate with the Post Office Department in a thorough investigation into this and other questions affecting the rate that might properly be charged newspapers.

It was moved by John A. Cooper, *Canadian Courier*, Toronto, seconded by E. F. Slack, Montreal *Gazette*, and carried that P. D. Ross be the spokesman of the deputation and present its wishes and feelings on this matter.

The whole question of the purpose of the interview and of the position of the newspapers on this matter was then discussed. This discussion showed a consensus of opinion on the following, among other points:

The proper attitude of the newspapers toward the Post Office Department and of the Post Office Department toward the newspapers is one of co-operation in an effort to discover the real cost of handling second-class matter.

The demands of the railways for increased subsidies for carrying the mails should be thoroughly investigated; and the newspapers should not suffer through accession to demands from this quarter that are unreasonable.

The newspapers generally should not be made to suffer through the increased cost to the Post Office Department of rural mail delivery or other improvements serving special interests.

The Post Office Department should give adequate consideration to the following, among other points:—

(a) The position of the newspapers as a factor in the diffusion of knowledge; and in the educational system of the country.

(b) The fact that without the newspapers the Government would be put to enormous expense in keeping the electorate and general public in touch with public issues and proceedings at Ottawa.

(c) The fact that because of the tremendously heavy expense of publishing a newspaper the business is not on the whole a profitable one, as is evinced by the condition of most of the small newspapers and many of the large ones; and by the fact that when the large daily newspapers represented in Canadian Associated Press decided to supplement their news service by a special service from Great Britain they had to secure a large subsidy from the Government to enable them to do so.

(d) The fact that much of the work, such as sorting, that is done by the Post Office Department in connection with other classes of mail matter is done by the newspapers in connection with second-class matter.

Because of the above and other considerations the case for a low postage rate on newspapers is exceedingly strong.

Before any change in the rate of postage on second-class matter is made the Post Office Department should be required to submit conclusive evidence that the cost of handling second-class matter is such that despite the above and other arguments in favor of a low postage rate on newspapers, the present rate is too low.

J. H. Woods, Calgary *Herald*, suggested the appointment of certain members of the deputation to act as spokesmen for the various interests represented in it provided any questions concerning these interests were asked by the Postmaster-General.

It was moved by John A. Cooper, seconded by W. M. Southam, and carried, that W. J. Taylor, Woodstock, *Sentinel-Review*, represent the small dailies; H. B. Donly, Simcoe *Reformer*, the weekly newspapers; Col. J. B. Maclean, the trade and class publications; J. H. Woods, Calgary *Herald*, the press of Western Canada; and Senator Wm. Dennis, Halifax *Herald*, the press of the Maritime Provinces.

The deputation then adjourned to the Parliament Buildings to meet the Honorable the Postmaster-General.

Cost Commission Executive Meet in December

THE attitude which shall be adopted by the Canadian Printers' Cost Commission in the negotiations with the Executive Committee of the United Typothetae of America on the question of affiliation of Canadian associations of master printers with that body will be discussed at a meeting of the Executive Committee of the Commission to be held in Montreal on December 14. The second Canadian Printers' Cost Convention adopted a resolution favoring affiliation with the United Typothetae of America on certain conditions. The Executive Committee will discuss these conditions and the whole question of affiliation and appoint delegates to represent the Commission at a meeting of the Executive Committee of the United Typothetae of America to be held in Chicago on January 11, 1913.

The members of the Executive Committee of Canadian Printers' Cost Convention are W. A. Desbarats (chairman), Montreal; F. M. Kimbark (vice-chairman), Toronto; C. H. Tice (secretary-treasurer), Montreal; T. J. Moore, Quebec; Travice A. Tod, Montreal; Mathew Esdale, Ottawa; and John M. Imrie, Toronto.

Newspapers Side-tracked in Favor of Billboards in $30,000 Campaign to Advertise Government Annuities

AFTER procuring much free publicity from the newspapers and despite the fact that they are the logical medium for the advertising of annuities, the Government Annuities branch of the Post Office Department has made a contract for $30,000 worth of advertising on the bill boards.

The advertising will be handled by the recently organized Poster Advertising Agency and E. L. Ruddy, Limited, both of Toronto. It will be run in practically every city and town in Canada in which there is a modern bill board equipment. The posters will be 24-sheet and it is likely more than one color will be used in printing or lithographing them.

In the preparation of copy, and in the plan to secure returns from the campaign full use will be made of the close connection between the Annuities Department and the postal system of the country. In an effort to localize the campaign each poster will refer readers to the local postmaster and letter carriers for further information. These officials of the postal service will be supplied with literature, giving data as to rates, etc., and with application blanks, and this will be stated on the posters. Those who prefer to secure their information direct from the Annuities Branch of the Post Office Department will be invited to mail their request without affixing a postage stamp to the envelope in which it is enclosed.

The present intention of the officials of the Annuities Branch of the Post Office Department is to devote the entire appropriation of $30,000 to bill board advertising. The superintendent of the Annuities Branch was asked whether a campaign would be conducted through the newspapers also, but said the appropriation for advertising for this year was now exhausted. It would therefore appear as though the newspapers, after all they have done for this and other departments of the Government are to be left out, for the present at least, when it comes to spending real money.

Irregularities in Government Advertising

THERE has been considerable dissatisfaction in some quarters over the present Dominion Government's methods of distributing and paying for advertising. Similar dissatisfaction has followed most changes of government, but it is understood some of the circumstances that have aroused the present dissatisfaction will be aired in the House of Parliament—probably during the present session.

It is claimed certain newspapers have charged exorbitant prices on certain Government advertising, and that others have received advertising to which because of its nature they were clearly not entitled. Certainly there is ground for the latter complaint because some metropolitan newspapers and mediums of wide circulation have carried advertising, such as mail contracts, that should be placed only in the newspapers serving the community in which the routes advertised are located. But there has always been more or less of this and other irregularities, and will be, until Government advertising is removed altogether from the influence of patronage and placed on a business basis.

Boston Printer Married

Harry Allen Wheeler, treasurer Barta Press, Boston, Mass., was married Wednesday evening, November 20, to Miss May Higgins, of Taunton, Mass. Prior to the wedding, W. P. Baxter, James Robertson Co., Ltd., Montreal; E. Syd. Ostell, Eastern Canadian representative of the Lanston Monotype Machine Co., and Chas. H. Tice, secretary-treasurer, Montreal Printers Board of Trade, attended a bachelor dinner given by Mr. Wheeler at the Exchange Club, Boston, Saturday, November 16. Thirty-six of his intimate friends sat down to dinner and enjoyed a very delightful time. The menu, decorations and speech-making were par excellence.

A Scheme for Getting Condensed Ads

IT is an old practice of some newspaper publishers to clip condensed advertisements from competing papers and send them to the advertisers with the request that they be instructed to insert them in their paper. The Toronto *Mail and Empire* has improved somewhat on this scheme and its method of operation is passed on by way of suggestion to other publishers.

A small cardboard folder, about three by five inches in size, has been prepared. On the front of this a space is provided on which the clipped advertisement is pasted. Information is given as to how much it would cost to insert the copy in the *Mail and Empire* once, for four consecutive days, and for six consecutive days, respectively. In large type it is pointed out that, "This is not a bill. It is an invitation to send us your advertisement, which we have clipped from another paper." Further the advertiser is instructed to place his remittance in an envelope which is pasted to the inside of the folder. An addressed envelope accompanies the folder, so that all an advertiser has to do is to put the money into the small envelope, place the folder in the large envelope, seal it, stamp and post it. The system is simplicity itself, saving the advertiser a great deal of trouble, and doubtless because it is so easily done, many people will be lured into using it.

NEWS ITEMS

BRITISH COLUMBIA.

G. R. T. Sawle, formerly editor and proprietor of the Prince Rupert News, has gone to Port Granby for the purpose of establishing another paper.

Neil Mackay, who for a couple of years was with the Prince Rupert Empire, is now in Vancouver, but is not yet connected with any of the papers there.

Roland H. Hill, formerly telegraph editor on the Vancouver World, is now occupying a similar position on the Province. In the interval between he was in New York.

There is talk of L. D. Taylor, proprietor of the World, being a candidate for the mayorality in Vancouver. He was mayor for a couple of years, but was defeated when he again sought re-election a year ago.

After an association extending over fifteen years, James Minto, news editor of the Victoria Times, has left that paper and entered business life, having joined the Negotiators, Limited, agents for several financial concerns.

W. DeGraves, who has been connected with newspaper work in Calgary for several years and who has gone to Edmonton to act as manager of the Canadian-American Newspaper Syndicate, is well known on the coast, having been on the editorial staff of the Vancouver World.

The Vancouver World has at last taken possession of its new building on Pender Street. It is one of the architectural features of the city. The new offices are handsomely fitted out, while a new sextuple Hoe press has been installed. Among its mechanical features is a type-casting machine.

W. W. Baer, who has been editorial writer on the Victoria Times, the paper owned by William Templeman, minister of mines in the Laurier administration, has been appointed Liberal organizer for British Columbia. Mr. Baer previous to going to Victoria, was on the staffs of Vancouver papers. He is an able speaker and a clever writer.

The Victoria Colonist is keeping pace with expansion in the capital. Property has been purchased on View Street, on which will be erected a building which will in future be the home of the publishing department of the paper. It will have a new 48-page Hoe press, together with improved accommodation and facilities. The business office will remain in its present location.

J. D. Taylor, M.P., who recently took over the Chilliwack Free Press, practically controls the newspaper end of the Fraser Valley. He has for years had the British Columbian, published at New Westminster, and established the Delta Times at Ladner, at the mouth of the Fraser river. Then he went to Chilliwack and secured the Progress, a long established and successful journal. The Free Press started a couple of years ago, but now he has no opposition. He is member for New Westminster, and a strong supporter of Hon. R. L. Borden.

ALBERTA.

Robert J. C. Stead, the poet of the prairies, has left High River to accept a permanent position on the Calgary Albertan.

The Winnifred Record recently suspended publication after a struggling existence of a little over a year.

Erskine is the latest Albertan town to have a newspaper. The Review has been started there by F. J. Robertson.

The Cayuse Canadian purposes issuing a special twelve page anniversary and Christmas number early in December.

It is proposed to have the church women of Napinka run the local paper, the New Century, for a few issues shortly.

The Medicine Hat News has under way an industrial number of much magnitude which will be issued about the first of the year.

The Morning Times makes the second daily paper for Medicine Hat. The first issue was published on November 5th. In politics The Times will have strong Conservative leanings, G. E. Armour is business manager and C. E. Jamieson editor.

Mrs. A. H. Kerne, author of "the Gambler's Wife," and stories of the West, is the latest acquisition to Edmonton newspaperdom. she comes as editor for the Great West Twentieth Century Company, which has transferred its Chauvin plant to this city.

Miss E. Marie Nunan, who was formerly on the staffs of the Toronto Telegram and the Detroit Journal, has come to Edmonton from Montreal as society editor of the Capital. Miss Nunan began her newspaper career on the Mercury at Guelph, Ont., her former home.

Medicine Hat is to have still another daily paper, The Call, an independent morning publication, which will make its bow on November 30th. The D. & A. Printing and Engraving Co. are the publishers. This firm but recently opened up in business in The Hat with a most up-to-date plant for job printing, book work, etc.

There is quite a colony of old Buffalo newspapermen in Calgary. Dick Choate, formerly city editor of the Buffalo Courier, is now telegraph editor of the News-Telegram; A. H. Beckett, who was telegraph editor of the Buffalo Express is sporting editor of the News-Telegram. Pat Fitter of the Buffalo News does the city hall assignment for the same paper, and Billy Norman, late of the Buffalo Express, is on the staff of the Albertan.

The Medicine Hat Printing and Publishing Co. have just completed the sale of their property on Main St. and 4th Avenue, 50 x 130 feet, to Holland investors for $100,000. On the lot at present is situated the large building where The Daily News is published, and the newly erected Imperial Bank building. It is expected The News will move into handsome new quarters on the river front in a few months.

SASKATCHEWAN.

W. C. Macpherson is reported to have disposed of the Brownlee Standard to A. J. Haggett.

The Yorkton Times has started a big circulation campaign. The first prize is a $600 player piano.

The Winnipeg Tribune has purchased a site on Smith Street, near Portage Avenue, on which it will erect a building of eight storeys. The present building site has been sold.

On November 1, the Saskatoon Phoenix started the publication of an evening edition, known as the News. This makes three papers to be issued from this office, morning, evening and weekly.

The Regina Weekly Leader was changed into the Prairie Farm and Home with its issue of November 6. The new paper appears in magazine size, 32 pages, and contains a number of standard features.

C. Frederick, late manager of the Battleford Herald has gone to Edmonton, having decided not to attempt a third paper in Battleford. Mrs. J. H. Storer will associate herself again with the Herald.

W. J. Huntingford, editor of the Biggar Independent, figured in an automobile accident at Saskatoon on November 8. He was being driven to the G.T.P. station, when a wheel gave way, precipitating him from the car and inflicting painful injuries.

H. R. Macdonald has left the Manitoba Free Press editorial staff to take up the editorship of the Moose Jaw Times. Mr. Macdonald has had a lengthy newspaper experience, having served on various London papers and on the Winnipeg press. He has also acted as private secretary to Premier Roblin.

An action for libel has been entered against W. J. Huntingford, editor of the Biggar Independent by the liberal member for Biggar. The action arose from an article published in the Independent, relative to statements alleged to have been made by the member that Biggar would be made a judiciary centre.

The first issue of the Prince Albert Times as an evening daily appeared on November 2, and was well received. It is published by J. A. Aikin of the Saskatoon Phoenix, with G. H. Heighway, formerly of the London Free Press as business manager and D. Lawrence formerly of the Western Associated Press as news editor.

ONTARIO.

R. White, editor of the Reformer, has been elected to the Board of Education of Milton.

The Missionary World is a new monthly paper being published at Stratford, by J. W. Honderich.

J. G. Elliott, editor of the Kingston Whig, is celebrating thirty five years' service on that paper.

The Thamesville Herald, after a year's trial, is continuing its rule to do no clubbing with other papers.

William Walters, for a number of years editor of the Fordwich Record, passed away on November 25.

A. McDougall, who was foreman of the Kincardine Review, has gone to Weyburn, Sask., as foreman of the Weyburn Review.

J. F. MacKay, business manager of Toronto Globe, returned on November 26 from Great Britain, where he had spent the previous three months.

The Windsor Record recently treated its carrier boys to their annual theatre party, the outing being in charge of Circulation Manager, W. H. Adams.

E. B. Morrey, of Walkerville, is publishing the Uplift, a monthly 8-page paper, in the interests of the I.O.O.F., the first issue appearing in November.

The St. Mary's Journal in its issue of November 14, contained a full page illustrated feature, showing the progress that the stone town has made in recent years.

The Windsor Record is holding a subscription contest. The Record's territory is divided into ten districts, one young lady from each being given a trip to Bermuda.

The Standard Printing Company's plant at Windsor has been removed from 5 Ouellette Ave. to 27 Pitt Street east. The business will be handled in future by the Herald Press.

Charles Jenkins, who recently left the Chatham Planet to become city editor of the Saskatoon (Sask.) Phoenix has accepted the position of editor of the Fort William Times-Journal.

D. O. McKinnon, Commercial Press, Limited, Toronto, addressed Toronto Ad. Club on Tuesday, November 26, on the subject of "The Importance of Price Emphasis in Advertising."

The first and only Hebrew newspaper in the Province of Ontario started publication in Toronto on November 29. It is called the Toronto Hebrew Journal and is a weekly four-page paper.

William E. Caiger, who was successively in the service of the Toronto World, News and Star, as advertising manager, died at his residence in Toronto on November 8. More recently he conducted an advertising agency.

J. C. Williams, publisher of the Arnprior Watchman, is reported to have had a narrow escape from death recently. He was on the water, when his boat struck a log jam. He and a companion were rescued by some river men.

Because of delays attendant upon the removal of its plant to new premises, Toronto Saturday Night will not publish a Christmas Number this year. It will be remembered that Saturday Night issued a very pretentious Christmas Number last year.

The building occupied by Le Temps, the French newspaper in Ottawa, was completely gutted by fire on the night of November 18, and $5,000 damage was done to the plant of the newspaper. Overheated metal in the electrotyping room was the cause of the blaze.

Fifteen thousand dollars damage was done to the office of the Port Arthur Daily News on November 13. All stock was destroyed, the interior of the mechanical department was gutted and great damage was done to the machinery. The News is being published as a morning paper from the office of the Chronicle.

F. H. Leslie, publisher of Niagara Falls Review, has purchased a prominent corner lot in that city, and commenced last month the erection of a new home for the Review. The building will be 50 x 50, with three floors and a half basement. The half basement and first floor will be occupied by the Review, and the remaining two floors will be rented.

J. F. MacKay, Toronto Globe, and J. E. Atkinson, Toronto Star, left for Indianapolis on December 1 to represent the Toronto daily newspapers in the consideration of the International Board of Arbitration of the case of the recent refusal of Toronto Typographical Union to accept the award of the local Board of Arbitration in the matter of a new scale of wages for its employes on daily newspapers.

A cost conference of the printers and publishers of Northern Ontario will be held in North Bay on Friday, December 13, under the auspices of Canadian Press Association. It was intended that this conference should serve the district north of and including Gravenhurst, and between and including Sault Ste. Marie on the west and the line from Gravenhurst to Cochrane on the east. John M. Imrie, secretary of Canadian Press Association, gave an illustrated exposition of the C.P.A. cost system for combined weekly newspaper and job offices, and led a discussion on the cost of job work and advertising.

"Some Things the Buyer of Advertising Wants to Know" was the subject of an interesting address to Toronto Ad. Club given on November 5, by Roy Forsyth, advertising manager, Manufacturers Life Insurance Co. Mr. Forsyth said newspapers should get together and guarantee their readers against loss from advertising appearing in their columns. In his opinion there is a growing demand among buyers of advertising for full information regarding the quantity, quality and nature of newspaper's circulation. He said it was the duty of advertising managers and advertising solicitors to know for themselves that the statements of circulation which they give buyers of advertising are absolutely correct. In conclusion, he urged the importance of greater co-operation between the buyer and the seller of advertising, and said the latter owes to the former the duty of advertising his advertising to the reader. This part of his address led to an animated discussion on how far the newspaper should go in advertising its advertising. Reference was made to the campaign recently conducted by Canadian Press Association, and it seemed to be the opinion of the meeting that in this campaign the newspapers went as far as they could be expected to go in advertising advertising. But some speakers, while heartily endorsing this campaign, said the newspapers

should go further and publish editorials on advertising in which they would state that every advertiser and advertised article in their columns was worthy of the full confidence of the public.

QUEBEC.

J. Sullivan, advertising Manager, Montreal Witness, addressed the Toronto Ad. Club on December 3 on the subject of "Judging Mediums from Internal Evidence."

Montreal La Patrie has to pay $500 damages to Omer Deserres for statements made in connection with the liquidation of the Banque St. Hyacinthe. The plaintiff asked for $10,000. The court admitted that the question was one of public interest, but maintained that the facts were not proven.

MARITIME PROVINCES.

The Kentville Advertiser has installed a new press in its new office on Main Street, Kentville.

Parnell McCafferty, formerly on the staff of the St. John Telegraph, is visiting St. John from Saskatoon, where he is now located.

Richard O'Brien, managing director of the St. John Globe, has been elected to the office of president of the St. John Exhibition Association.

H. F. S. Paisley, of the Morning Leader, Regina, was in St. John recently, and was heartily welcomed by his old friends in newspaper row, where he was formerly employed.

William Dennis, proprietor of the Halifax Herald, has been elevated to the Senate. His appointment will be a source of gratification to the newspaper interests of the East.

Roy Davison, who has been despatch editor of the St. John Standard for some time, has joined the staff of the Globe. F. W. Millmore, formerly with the Boston Post, is a recent acquisition to the staff of the Standard.

The Maritime Publishing Co. have taken over the management of the Busy East Magazine, published in the interests of the Maritime Provinces. They will continue its management, and it will in future be edited in and issued from Sussex, N.B.

P. St. C. Hamilton, for some years one of the sub-editors of the Montreal Daily Star, but now on the editorial staff of the Family Herald, Montreal, is touring the Maritime Provinces on matters of interest to the readers of that journal in these sections.

Wm. M. Ryan, who has been connected with the editorial staffs of the St. John Globe, and formerly with the Telegraph, has gone to Regina, Alta., where he has joined the staff of the Leader. Before leaving he was presented with a signet ring as a mark of esteem by his associates.

J. W. Carrol, of Fairville, has started a new weekly publication in St. John, "The West End News and Fairville Times," which is meeting with approval. In his first issue, he said editorially, that while the paper was small now, it would be enlarged as soon as patronage warranted same.

Work has been started and is well under way upon the repairs which it is intended to have made to the building of the St. John Standard. When completed this newspaper will have one of the most up-to-date offices and newspaper plants in Eastern Canada, with thoroughly modern equipment.

Bernard Cribbs, a valued and popular employe of the St. John Standard, was killed this week in a fall down the elevator shaft of the Opera House building. He had been in the rooms of the Typographical Union, and was leaving the building, when he stumbled in the darkness through an open doorway and fell to his death. He was sober, industrious, and cheerful and is greatly missed by his associates on the staff by whom he was well liked. Mr. Cribbs belonged to Chatham, N.B., but had been living in St. John for some time. He had been prominent in athletic circles, and was a leader, particularly in baseball and hockey, while he was also a good football player.

NEWFOUNDLAND.

The Fishermen's Advocate has had a linotype installed in its office.

W. Herder, of the Evening Telegram, St. John's, visited Canada during November.

The Twillingate Sun has moved into new quarters. It is now located at Jubilee Corner.

The Bell Island Miner will be the name of the weekly newspaper soon to be published at Wabana.

A. L. Barrett, manager Western Star, recently spent a few days on the banks of Grand Lake with some other friends, stalking caribou.

A. B. Morine, who first came to this country as editor of the Mercury, has just returned again from Toronto, this time to practice law at St. John's. He is spoken of as likely to figure prominently in the general elections which are to take place next autumn.

The St. John's Sunday Express, which made its appearance in that city on 13th October lived only through one issue. A large number of the clergy and other citizens protested so strongly against the publication of a newspaper on Sunday that its further publication was suspended.

J. D. S. Barrett, founder and late editor of the Blairmore Enterprise of Alberta, is now hunting Caribou and other game at the Gaff Topsails, the "Alps of Newfoundland." Mr. Barrett recently figured prominently in the restoration to life of a man who attempted suicide by jumping overboard from a steamer on which Mr. Barrett was also a passenger.

A number of holiday numbers will make their appearance during the next few weeks. The Harbor Grace Standard will issue an industrial number containing a large number of local scenes. The Free Press Christmas number will appear about 11th December, and will contain a number of prize stories by local authors. The Trinity Enterprise will issue a special number about the same time, which promises to be interesting. Gray & Goodland at St. John's will issue their Christmas Bells as in former years. Others, including Santa Claus, "Holly Leaf," etc., will appear about the middle of December.

TRADE NOTES

A NOTABLE BOOK.

"The Monotype System" is the title of a handsomely bound 300-page book just issued by the Lanston Monotype Machine Company, Philadelphia. While it is "a book for owners and operators of Monotypes," it contains much of value to every printer.

The scope of the work is well expressed in the quotation on the title page: "The word Monotype means much more than the name of a machine; it includes a complete system of composing room practice based on the work of the Monotype both as a composing machine and as a typecaster." The object of this book is to describe the basic principles of the Monotype, to explain, without technical detail, its most important mechanisms, to make clear the manner in which the keyboard operator controls the casting machine and to illustrate various forms of simple and intricate composition. It is an explanation of the fundamentals of the Monotype system and a reference book for use in solving the special problems of different composing rooms. It is "a book made by printers for printers."

The book has been in preparation for three years. It includes methods and suggestions from Monotype owners and operators all over the world, compiled and carefully edited to lead the reader chapter by chapter through the description of the machine itself to the explanation of the methods for handling every class of composition from simple straight matter to the most intricate tabular forms.

The basic principles for setting tabular matter are illustrated by plates. Example are given and explained in a manner so clear that even a printer who has never seen a Monotype machine can readily understand and apply them. One advantage of this graphical method of explaining tabular work is that it affords a means for the compositor testing his knowledge of the principles illustrated. He can work out the exercises with pencil and paper at home and acquire the principles of tabular matter even more quickly than by using a keyboard. Among the subjects treated under the heading "Tabular Composition" are: "Centering headings," "Centering word column between two figure columns," "Centering a word column with figure column on one side," "Fixed spaces of various sizes," "Various sized fixed spaces between word columns," "Various sized fixed spaces with figure colums," "Hanging indentions and fixed spaces between columns," "Spacing to column of uneven width," "Use of spaces and leaders in making alignments," "Leaders between columns of uneven widths," "Open leader work," "Diamond leader work," "Allowance for rules," "Horizontal and vertical Monotype rule," "Simple and intricate ditto work," "Piece brackets and braces in combination," "Twin column matter," "Simple and intricate box headings," "Even pica tables," "Words of unknown length at end of leader lines," "Parallel tables and repeat sinks."

There is a chapter describing the working of the style DD or duplicating keyboard, the machine that estimates the space copy will fill and tells the operator the point size in which it should be set. The value of this "estimating feature" is cleverly summed up as follows: "If a man could have all the money that has been wasted resetting jobs because they were first set in type too large, or too small, to fill the space properly and satisfy the customer, he could live on his income. In most job work the customer does not know whether he wants his job in 8 or 10 point until he sees it in both. With the double keyboard a sample page can be set for one composition cost in both sizes." This chapter explains the advantages of the double keyboard for handling matter with two sizes of type, foot-notes, side heads, headings for catalogues, parallel reading columns and parallel tables where the stub repeats, as well as wide measure matter beyond the 60-pica capacity of the single board.

The Monotype Company is to be congratulated on the production of this valuable text book. It is evidence of their deep study of the needs of the printer and how best to meet those needs.

RECENT LINOTYPE INSTALLATIONS.

Among those who have recently installed Linotypes are: Kenora (Ont.) Miner, D. & A. Printing and Publishing Co., Ltd., Medicine Hat; Regina Leader; La Cie Commerciale, Montreal; La Presse, Montreal; New Westminster News; Saskatoon Star; North Battleford Times; Hamilton Times; Moose Jaw Times; Toronto World; Winnipeg Free Press, and Jewish Gazette of Toronto.

FIFTY INTERTYPES A MONTH.

The new factory of International Typesetting Machine Co. at Brooklyn, is now in full operation, already employing 750 men and turning out 50 Intertypes a month and supplies in proportionate quantities. So many orders have been received for early shipment that it will be some time before these can be filled. But by greatly increasing its expected output this company hopes to make all shipments within sixty days of receipt of order.

NEW STORE OF DENNISON MANUFACTURING CO.

Canadians visiting New York will find another attraction on Fifth Avenue, in the form of a new Dennison store at the corner of 26th St. The Dennison manufactures are so varied and so peculiarly the conception of the Dennison Company that their stores are always interesting for men of all businesses to visit. Tags, labels, boxes, gummed devices, crepe paper, gummed paper, sealing wax, adhesives, are among the three thousand items manufactured by this company.

GOOD SALE FOR MANN OFFSET PRESSES.

That Canada and United States are taking their full share of the Mann Offset Presses that are being supplied in large numbers to all parts of the world, is the statement made by Geo. Mann & Co., Limited, makers of these machines. This firm's head office is in Leeds, England, where they have a well equipped factory. The manager, Mr. H. Dawson, is well known to many printers in Canada and United States. The American offices of this company are at 41 Park Row ,New York.

A Lost Dog

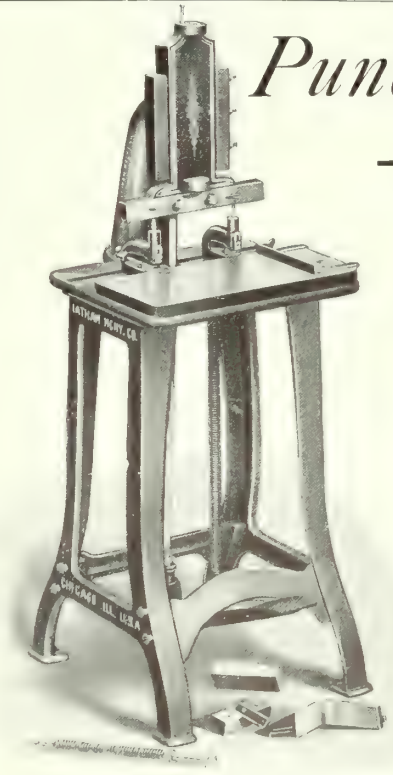
While traveling through the West, a man lost a valuable dog and immediately proceeded to the office of the Hustler's Review in the town where he was stopping. Entering abruptly, he said to the editor: "I've lost a dog, I'd like to have you insert this ad for me:

"'Seventy-five dollars reward for the return of a French bulldog answering to the name of Darwin. Last seen on Turner's road.'"

"We're just goin' to press," said the editor, "but we'll manage to hold the edition for your ad."

After returning to the hotel the owner of the dog decided it might be best to add to his advertisement, "No questions asked." He returned to the office to find the place entirely deserted, save for a red-haired youth, who sat gazing intently out of the window. "Where is everybody?" he asked. "Gone to hunt th' dawg," replied the lad, without removing his gaze from the distant fields.—Lippincott's.

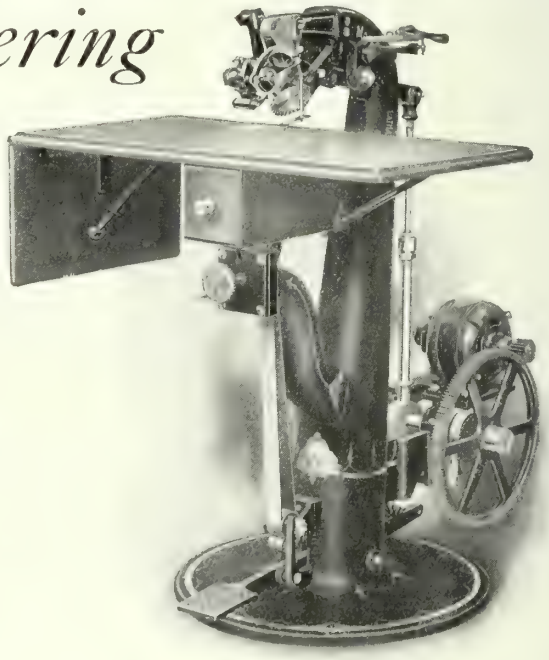
Punching—Round Cornering —Numbering



Monitor Duplex Punching and Round Cornering Machine — Handles all kinds of punching, round and slot holes. Round corners any thickness up to 2 inches.

Don't Forget The "MONITOR" Wire Stitchers, Box Stitchers, Hard Die Perforators, Job Backers, Embossers, Table Shears, Standing Presses.

We furnish Complete Binderies



Monitor Paging and Numbering Machine. Foot and power combined.

LATHAM MACHINERY CO., CHICAGO: 306 So. Canal Street NEW YORK: 124 White Street BOSTON: 130 Pearl Street

CANADIAN SELLING AGENTS: H. J. LOGAN, 114 Adelaide Street West, Toronto GEO. M. STEWART, 92 McGill Street, Montreal

The most advanced art in the manufacture of Printing Ink is contained in

SURPRISE BLACK

which Prints, Turns and Binds in an 8 hour day.

Send your orders for Ink and Rollers to the most convenient of our three factories.

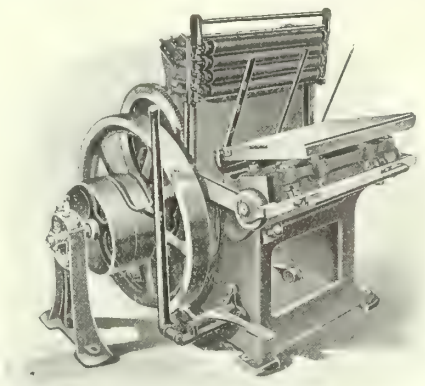
The Ault & Wiborg Co.

OF CANADA, LIMITED

MONTREAL **TORONTO** WINNIPEG

THE GALLEY IMPROVED

"UNIVERSAL"

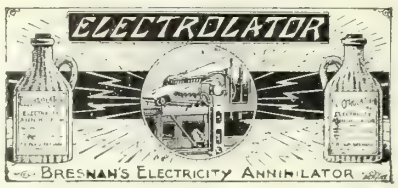


For Letter-press, Half-tone and Three-color Work, Embossing, Cutting and Creasing

In designing this press we have considered the absolute need of space economy in the average plant and yet have embodied the features that give accuracy of results with long service.
The many styles and sizes are covered by our catalog Ask for it.

Sole Canadian Agents:

MILLER & RICHARD



Reduce Your Cost By Eliminating Electricity

The De Boise Bresnan Electricity Annihilator not only allows you to go ahead with your work, but saves spoiling stock.

Your presses are kept running to their full capacity *all the time*—no delays or waiting for your press-room to warm up or atmospheric conditions to change. More than that—The Electricity Annihilator prevents all possibility of off-setting, though running at highest speed.

The saving in time and expense the Electricity Annihilator will effect in a short time, more than pays for its moderate cost. We guarantee it to fulfill all our claims or refund your money.

Send to-day for full particulars and quotations.

DE BOISE BRESNAN CO., Inc.

Office 23 Park Row — New York City — Factory 15 Frankfort St.

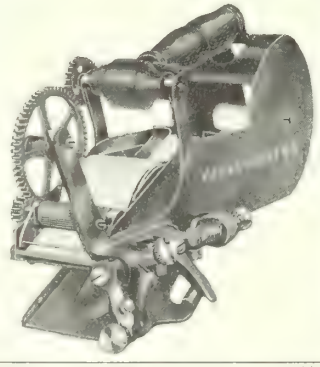
Wing-Horton Mailers

ARE THE BEST
THE WORLD OVER

They are for sale by all Printers' Supply Houses.

TORONTO TYPE FOUNDRY CO., Ltd.
TORONTO, - ONTARIO
General Agents for Canada

CHAUNCEY WING
Manufacturer
GREENFIELD, - MASS.



The Caxton Magazine and The British Stationer

Pronounced ***"Second to None"*** in real usefulness to the Printing Crafts

Covers the Trade Throughout the World.

Original Job Designs and Art Supplements in Colors in every number. 12 monthly numbers for $2.00 per annum, post free.

The printing works of THE CAXTON MAGAZINE are TRADE UNION IN EVERY DEPARTMENT.

Publishing Offices: 124 Holborn, LONDON, E.C., ENGLAND

Canadian Agents
Anlgo-Canadian Type and Printing Machinery Company Limited
124 York Street, Toronto

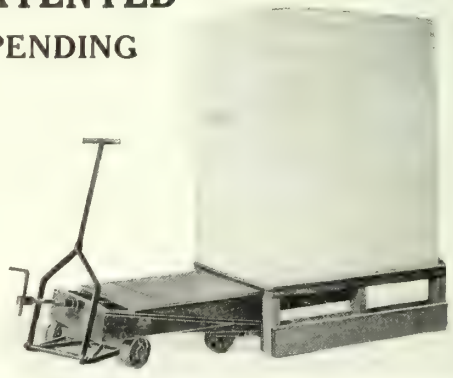
With Fixed Handle for Narrow Aisles.



The Miller Truck is PATENTED

We don't put PATENT PENDING on our goods.

You are fully protected when buying a MILLER INCLINE TRUCK.



THE MILLER INCLINE TRUCK CO.

561 WEST 57th STREET -:- NEW YORK

Canadian Agents: MILLER & RICHARD, Toronto, Ont.



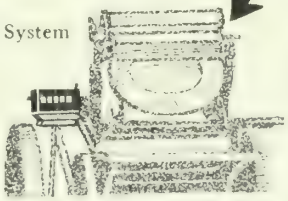
For Gordon,
Colt's Armory
and
Universal Presses

Durant Counters

are unequalled.

The perfection of your Cost System demands them.

For Sale by all
Canadian Supply Houses.



LEATHER PAPERS

IN IMITATION OF LEATHER GRAINS

Bookbinders' End Papers

Bookbinders, Manufacturing Stationers, etc., will find our Sample Books very useful.

IBBOTSONS LIMITED

64 Goswell Road, London, E.C., England

PRINTING INKS

For Illustrations and Job Work

"Mark Electric"

The handsomest and technically most up-to-date colors of this age.



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Manufacturer of

PRINTING COLORS

Founded 1885 — BERLIN-NEUKÖLLN — Gold Medal at Brussels 1910

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The National Electrotype and Stereotype Co., Ltd.
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CANADIAN CROCKER-WHEELER CO., LIMITED
ST. CATHARINES MONTREAL VANCOUVER

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Half-price to Apprentices.

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The only Lithographic Organ in Great Britain, and exceptionally replete with valuable technical information. Competitions for Prizes for Litho. Students. Art Supplements in colours.

Special Copy Fourpence (post free) from

12½ Holborn,
LONDON, E.C., ENGLAND

Canadian Agents
Anglo-Canadian Type and Printing Machinery Company, Limited
12½ York St., Toronto.

Mr. Printer—If you cannot get our

Patent Non-Curling GUMMED PAPER

from your Paper Dealer write us here please for you cannot afford to use the Curly sort.

SAMUEL JONES & COMPANY
7 Bridewell Place -:- London, England

Brass Rule Made to Order — *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

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Ask for free copy of my Price List of Commercial Printing

Buyers' Guide

EMBOSSING PRESSES

for stamping stationery, letter-heads, etc., and

Plate Printing Presses

for printing from engraved steel or copper plate.

A. R. KING MFG. CO.
Kingston, N.Y.

RIESSNER'S COMBINATION GOLD PRINTING INK

For all kinds of paper. A pound sent postpaid on approval. Send on your paper and I will print Gold Ink on it to show you. Specimens and prices on request.

T. RIESSNER
57 GOLD STREET -:- NEW YORK
A good side line for salesmen.

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especially designed for all standard printing presses and printers' machinery.

CANADIAN GENERAL ELECTRIC COMPANY, LIMITED
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GOOLD, SHAPLEY & MUIR CO., Limited
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Manufacturers of High Grade Gas and Gasoline Engines

Rapid Electrotyping Co. of Canada

Electrotypers, Stereotypers
and
Advertising Cuts of all descriptions
345-7 CRAIG ST. W., MONTREAL

CHEAPEST, SIMPLEST
MOST COMPACT FOR POWER
"LONDON"
GAS OR GASOLINE
ENGINES
1½ to 40 HORSE POWER
Write for catalogue
LONDON GAS POWER CO., Ltd.
London, Canada

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Krause, Karl, Leipzig,Germany.
Latham Machinery Co., 306 S. Canal St., Chicago.
Logan, H. J., 114 W. Adelaide St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Standard Machinery Co., Mystic, Conn.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal, Que.
Wesel, F., Mfg. Co., 70-80 Cranberry St., Brooklyn, N.Y.

BOOKBINDERS' PAPER.

Ibbottsons, Limited, 64 Goswell Road, London, Eng.

CARD CASES.

Wiggins, John B., 82-84 East Adams St., Chicago, Ill.

CLUBBING PROPOSITIONS.

Canadian Countryman Pub. Co., 8 Colborne St., Toronto.

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Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Redington Co., F. B., Chicago, Ill.
Stephenson, Blake & Co., 122 Bay St., Toronto.
Durant, W. N.

CUTTING MACHINES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Krause, Karl, Leipzig, Germany.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Standard Machinery Co., Mystic, Conn.
Stephenson, Blake & Co., Toronto.
Golding Mfg. Co., Franklin, Mass.
Oswego Machine Works.

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De Bois Brenan Co., 23 Park Row, New York City.
Thompson Static Neutralizer, 16-45 Old Colony Bldg., Chicago, Ill.

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Canadian General Electric Co., Ltd., Toronto, Montreal, Winnipeg.
Canadian Crocker-Wheeler Co., Ltd., St. Catharines, Montreal, Vancouver.

ELECTROTYPING AND STEREOTYPING.

National Electrotyping and Stereotyping Co., Adelaide St. W., Toronto.
Rapid Electrotype Co. of Canada, 345-7 Craig St., Montreal, P.Q.

EMBOSSING PRESSES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 122 Bay St., Toronto.
Krause, Karl, Leipzig, Germany.
King, A. R., Mfg. Co., Kingston, N.Y.

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International Syndicate, Baltimore, Md.

GAS AND GASOLINE ENGINES.

Goold, Shapley & Muir Co., Ltd., Brantford, Ont.
London Gas Power Co., Ltd., London, Ont.

JOB PRESS FOUNTAINS.

Stephenson, Blake & Co., 122 Bay St., Toronto.
Wagner Mfg. Co., Scranton, Pa.

JOB PRESS GAUGES.

Megill, Ed., 60 Duane St., New York City.

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McFARLANE, SON & HODGSON, Limited
WHOLESALE
PAPER DEALERS
AND
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MONTREAL

TICONDEROGA PULP AND PAPER CO.
Machine Finish, English Finish and Antique Finish
BOOK, MAGAZINE, COATING, LITHOGRAPH AND MUSIC
PAPERS
Mills at Ticonderoga, N.Y
Sales Department
Rooms 934-936, 200 Fifth Avenue, New York

ONE OF THESE SPACES WILL COST YOU

ONLY $25.00
A YEAR

$2.09
A MONTH

SCOOP, The Cub Reporter
"I believe you have in Scoop one of the biggest features of 1912."
George P. Lefler, Bus. Mgr.
The Editor and Publisher.
THE
International Syndicate
Features for Newspapers
BALTIMORE, MD.
Established 1899.

Buyers' Guide

LINO-TABLER EQUIPMENTS.
Chicago Lino-Tabler Co., Hugh Stevenson, Canadian Representative, 21 Lombard St., Toronto; also Chicago and New York.

LINOTYPE KEYBOARDS.
Thaler Keyboard Co., 505 P St., N.W., Washington, D.C.

LOOSELEAF BINDERS.
Printers' Specialties, Ltd., 52 Spadina Ave., Toronto.

MAILING MACHINES.
Stephenson, Blake & Co., 122 Bay St., Toronto.
Wing, Chauncey, Greenfield, Mass.

NUMBERING MACHINES.
American Numbering Machine Co., 224-226 Sheppherd Ave., Brooklyn, N.Y.

PAPER MANUFACTURERS AND DEALERS.
Beckett Paper Co., Hamilton, Ohio.
Brown Bros., Ltd., 51-53 Wellington St. W., Toronto.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Barber Paper & Coating Mills, Ltd., Georgetown, Ont.
Canada Paper Co., 112 Bay St., Toronto.
Dickinson, John & Co., London, England, and 216 Lemoine St., Montreal, Que.
Hodge-Sheriff Paper Co., McKinnon Building, Toronto.
Ibbottsons, Limited, 64 Goswell Road, London, Eng.
Jones, Samuel, & Co., 7 Bridewell Place, London, England, and Waverley Park, New Jersey, N.J.
McFarlane, Son & Hodgson, Montreal, Que.
National Paper Co., Limited, Valleyfield, Que., Toronto, Ont., and Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Olive & Partington, Ltd.(Manchester, Eng.
Ritchie & Ramsay, Ltd., Wellington St. W., Toronto.
Rolland Paper Co., Montreal, Que
Ticonderoga Pulp & Paper Co., Rooms 934-936 200 Fifth Ave., New York, N.Y.
Howard Smith Paper Co., Montreal, P.Q.

PHOTO ENGRAVERS.
Ransom Engraving Co., Winnipeg, Man.

PRINTING INK MANUFACTURERS.
Bush, Chas., Ltd., 105-111 Davenport Rd., Toronto.
Canada Printing Ink Co., 15 Duncan St., Toronto.
Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.
Hellmuth, Charles, 154 W. 18th St., New York.
Manton Bros., 105 Elizabeth St., Toronto.
Shackell, Edwards & Co., 127 Peter St., Toronto.
Sinclair & Valentine, 233 Richmond St. W., Toronto.
Kidd, John & Co., Ltd., London, Eng.
Muhsam, Max, Berlin-Neukolln, Germany.
Reissner, T., 57 Gold St., New York City.

PRINTING PRESSES.
Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Babcock Printing Press Co., New London, Conn.
Miller & Richard, Toronto and Winnipeg.
Manton Bros., 105 Elizabeth St., Toronto.
Stephenson, Blake & Co., Toronto.
Duplex Printing Press Co., Battle Creek, Mich.
Golding Mfg. Co., Franklin, Mass.
Walter Scott & Co., Plainfield, N.J., U.S.A.
Huber, Hodgman Printing Press Co., Metropolitan Life Bldg., New York City.
King, A. R., Mfg. Co., Kingston, N.Y.
Hoe, R., & Co., 504-520 Grand St., New York City.
Northern Press & Engineering Co., Ltd., Box 456, Toronto, Ont.
Mann Lithopress Co., 41 Park Row, New York.

PRINTERS' ROLLERS.
Robertson, J. S., 308 Craig St. W., Montreal, P.Q.
Bush, Chas., Ltd., 105-111 Davenport Rd., Toronto.
Manton Bros., 105 Elizabeth St., Toronto.

PROOF PRESSES.
Eastern Sales Co., 1523 People's Gas Bldg., Chicago, Ill.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 122 Bay Street, Toronto.

TAGS.
Dennison Mfg. Co., 26 Franklin St., Boston, Mass.

TIME STAMPS.
Dent, Geo. Co., Co., 56 East Randolph St., Chicago, Ill.

TYPE CASTING AND TYPESETTING MACHINES.
Canadian Linotype, Ltd., 36 Lombard St., Toronto.
Lanston Monotype Machine Co., Philadelphia, Pa.
International Typesetting Machine Co., 182 William St., New York City.
Grant, Legros & Co., Ltd., Avenue Chambers, Southampton Row, London, England.

TYPE FOUNDERS.
Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Blackfriars Type Foundry, 154-156 Blackfriars Rd., London S.E., England.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., Canadian Branch, 122 Bay St., Toronto, Canada.
Keystone Type Foundry, Philadelphia, Penn.

WASTE PAPER.
Pullan, E., cor. Adelaide and Maude Sts., Toronto.

WOOD GOODS.
Hamilton Mfg. Co., Two Rivers, Wis.
Stephenson, Blake & Co., 122 Bay St., Toronto.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

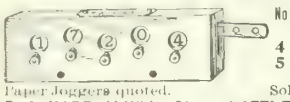
TIME STAMPS TIME RECORDERS
ELAPSED TIME COMPUTERS
for Cost System Records.
We make a specialty of timing devices for large and small printing plants.
Literature sent on request.
GEORGE C. DENT & CO.
56 East Randolph Street CHICAGO

Learn at Home to Be an Operator THALER KEYBOARD
Exact facsimile of Mergenthaler Keyboard; same touch; bell announces finish of line; instruction book of 22 pages. Price $5.00.
Seven years of success; thousands in use. Get the keyboard down fine; the rest is easy.
THALER KEYBOARD CO.
505 P Street, N. W. -:- WASHINGTON, D. C.
Can also be purchased at all agencies of the Mergenthaler Linotype Company, United States and Canada.

OSWEGO :: EXCLUSIVELY ::
CUTTING MACHINES
OSWEGO, N.Y. :: WRITE

"FOR SALE" OR "WANT" ADVERTISEMENTS

COUNTING MACHINES



No better made, cut from $8 and $10, to
4 Wheel, $3.00
5 Wheel, $3.25
Guaranteed.
Paper Joggers quoted. Sold by all dealers.
R. A. HART, 41 White St., BATTLE CREEK, MICH.

MACHINERY FOR SALE

FOR SALE 1 CANADIAN LINOTYPE NO. M-3204, in good condition. Sydney Post Publishing Co., Sydney, N.S.

FOR SALE—TWO MODEL NO. 3 CANADIAN Linotypes, with very complete assortment matrices. Plant in excellent condition. Barnes & Co., St. John, N.B., Canada.

FOR SALE—3-DECK PRESS. PRINTS 4, 6, 8, 10, 12, 14, 16, 18, 20, 24 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

FOR SALE—4-DECK PRESS. PRINTS 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

LINOTYPE, CANADIAN MODEL NO. 3, with extra magazine, two molds, four fonts of two letter matrices and extra sorts. Monoline, equipped with two molds, one font matrices, very late model, good condition. Imperial Publishing Co., Ltd., Halifax, N.S., Canada.

FOR SALE—ONE FLAT BED PERFECTING press. Prints 4, 6, 8 pages. Will be overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

FOR SALE

NEWSPAPER FOR SALE IN A THRIVING divisional point town in Alberta. It includes lot, building and power presses. One of the biggest snaps ever offered for sale. $3,500 is the price, and $1,000 cash handles. Apply Box 292, Printer & Publisher.

FOR SALE, RENT OR LEASE - NEWSpaper and job printing plant, together with building, in Southern Alberta town. No competition. Splendid opportunity for right man. Apply D. H. Elton, Box 3070, Lethbridge, Alberta.

FIRST-CLASS JOB PRINTING PLANT FOR sale, in whole or in part. Details furnished on application to Box 293, Printer and Publisher.

MISCELLANEOUS

FIRE BUCKET TANKS AND OILY WASTE cans cost little and soon pay for their cost in reduced insurance rates. Large reductions result from the installation of fireproof windows, doors and skylights. We are specialists in these lines and can quote you a close price consistent with really fireproof goods. A. B. Ormsby, Limited, Toronto and Winnipeg.

BUSINESS CHANCES

NEWSPAPER FOR SALE—LONG-ESTABlished Conservative weekly; sworn circulation; good job and advertising trade, and excellent equipment; will bear close investigation. The Advance, Wingham, Ont.

SITUATIONS VACANT

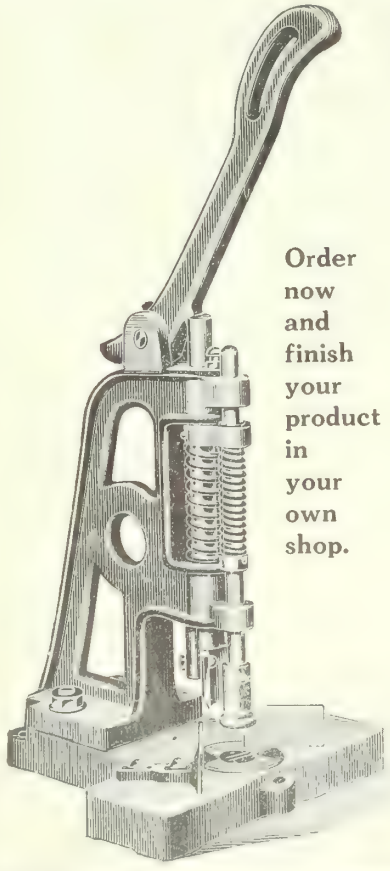
BUSINESS MANAGER WANTED FOR CONservative country daily in Ontario. Good position for live, capable man. Apply, with references, to Box 294, Printer and Publisher.

SALESMAN WANTED—TO SELL RIESSner's combination gold ink as a side line. Liberal commissions. Address T. Riessner, 57 Gold Street, New York, N.Y.

RULER WANTED—ONE WITH A KNOWledge of bookbinding. Apply The Esdale Press, Ottawa.

We have three Monoline machines in first-class running order. The price reasonable. Will be sold singly or together.

MANTON BROS., TORONTO



Order now and finish your product in your own shop.

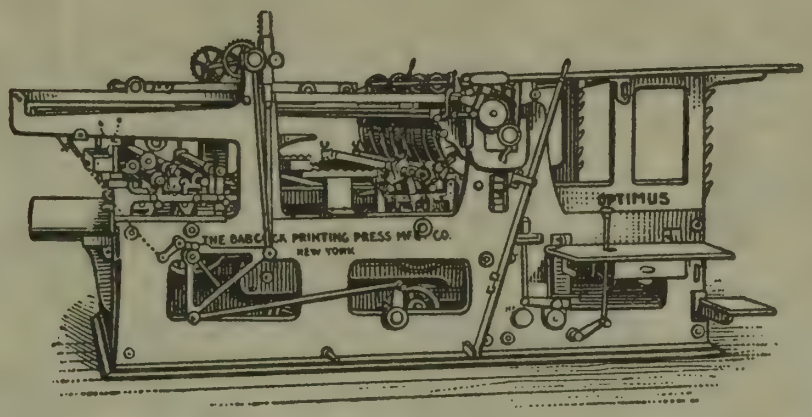
The Universal Machine

Corner Rounding only, handle power	$15.50
Corner Rounding only, treadle power	16.00
Corner Rounding only, mounted on iron stand, with table and drawer	25.50
Thumb Hole Cutting Attachment . .	2.75
Punching Attachment, with 1 round hole punch and die	4.25
Punching Attachment, with 1 shaped punch and die	6.80
Stabbing Attachment, with 1 needle	2.25
Eyeletting Attachment	3.50
Index Cutting Attachment	4.25
Loose-leaf Punching Attachment, with 2 round hole punch heads . . .	11.90
Loose-leaf Punching Attachment, with 2 shaped punch heads	22.25

MILLER & RICHARD

Toronto Winnipeg Montreal Calgary Vancouver

THE BABCOCK "OPTIMUS"



Every Printer is doing business under one of two conditions—either he has all the work he can do, or he hasn't. Whichever condition is his, he must hustle. But even the condition of "all he can do" will not insure success, unless he has looked well to his equipment and has the most economical, the strongest, most accurate and the fastest presses that can be bought—machines that will do a large share of his hustling for him, and do it well. In short, he

Must Have BABCOCK PRESSES

You can do more fine work, with fewer men, in less time, on

THE BABCOCK "OPTIMUS"

than with any other two-revolution made. See our presses at work.

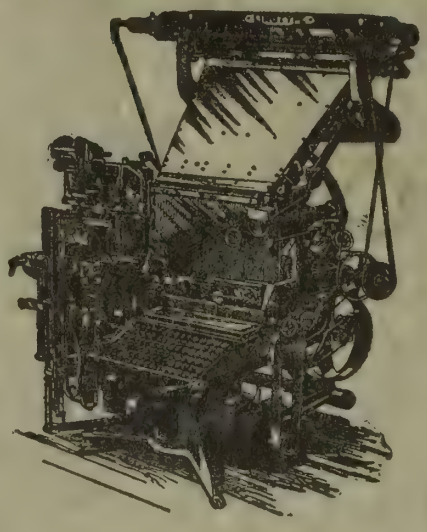
Our Best Aavertisements are not Printea—They Print.

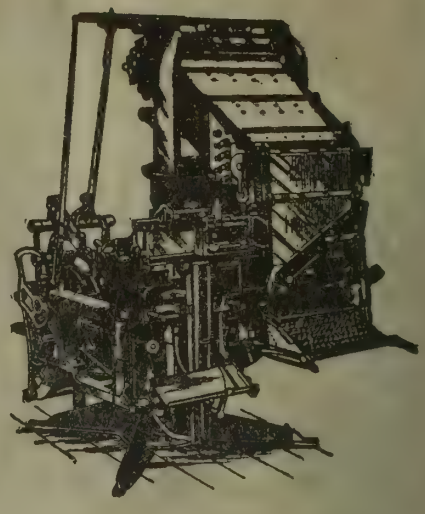
THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

MILLER & RICHARD GENERAL AGENTS FOR CANADA
TORONTO, ONT., AND WINNIPEG, MAN.

THE LINOTYPE







IS there any other composing machine with which you can adequately and economically meet the exacting demands of your ever increasing business?

Is there any other machine you can install which with *ONE MAN* will do the work of *FIVE* compositors?

Is there any other composing machine which requires so little floor space, costs so little for repairs, produces so large a quantity of matter in a given time?

Is there any other machine giving you a choice of over 500 different faces and 720 characters from a keyboard of only 90 keys?

You *KNOW* there is no other machine from which you can secure profits so speedily and steadily — no other machine which will so quickly increase your output, enlarge your facilities and make for you better pleased customers and more of them.

The cost per hour of operating the modern Linotype is 40% *less* than with any other typesetting machine.

The satisfied daily users of 26,000 Linotypes *KNOW*

"The Linotype Way is the Only Way"

CANADIAN LINOTYPE LIMITED

FORMERLY THE MERGENTHALER CO., LIMITED

35 AND 39 LOMBARD STREET ∴ ∴ TORONTO, CANADA

The body matter of this advertisement is set on the Linotype in 14 point Caslon Old Style.